ADOLPH ZUKOR PRESENTS

Cecil B. DeMille's

"The Buccaneer"

A Paramount Picture

Cecil B. DeMille

crowns twenty-five years of spectacular motion picture creation with the roaring romance of Jean Lafitte, the pirate who saved a nation

"The Buccaneer"

with a superb cast of players including

FREDRIC MARCH	*Jean Lafitte*
FRANCISKA GAAL	*Gretchen*
Akim Tamiroff	*Dominique You*
Margot Grahame	*Annette de Remy*
Walter Brennan	*Ezra Peavey*
Ian Keith	*Crawford*
Anthony Quinn	*Beluche*
Douglass Dumbrille	*Governor Claiborne*
Beulah Bondi	*Aunt Charlotte*
Robert Barrat	*Captain Brown*
Fred Kohler, Sr.	*Gramby*
Hugh Sothern	*Andrew Jackson*
John Rogers	*Mouse*
Hans Steinke	*Tarsus*
Stanley Andrews	*Collector of the Port*
Spring Byington	*Dolly Madison*
Montague Love	*Admiral Cockburn*
Eric Stanley	*General Ross*
Gilbert Emery	*Captain Lockyer*
Holmes Herbert	*Captain McWilliams*
Evan Thomas	*Sir Harry Smith*
Michael Brooke	*Lieutenant Rogers*
Thaddeus Jones	*John Freeman*
Reginald Sheffield	*Ship's Surgeon*
Eugene Jackson	*James Smith*
Davison Clark	*Colonel Butler*
Ivan Miller	*Commodore*
Louise Campbell	*Marie de Remy*
Jack Hubbard	*Charles*
Evelyn Keyes	*Madeleine*
Lina Basquette	*Roxane*
Luana Walters	*Suzette*
J. P. McGowan	*Jailer*
Barry Norton	*Villere*
Charles Trowbridge	*Daniel Carroll*
Alex Hill	*Scipio*
George Reed	*Nicodemus*
Alphonse Martel	*Major Latour*
Frank Melton	*Lieutenant Shreve*
Ted Oliver	*Fish Hook*
Avril Cameron	*Mrs. Claiborne*
Paco Moreno	*Abbe Duborg*
Flo Wix	*Mrs. Livingstone*
Richard Denning	*Lieutenant Reed*
John A. Milton	*Banjo Player*

and thousands of pirates, soldiers, citizens and colorful characters of the period.

Screen play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan
Based on an adaptation of Lyle Saxon's "Lafitte the Pirate" by Jeanie Macpherson

With acknowledgement to assistance of the Louisiana State Museum
Music by George Antheil, under direction of Boris Morros
Sound by Harry Lindgren • Film editor Anne Bauchens
Art direction by Hans Dreier and Roland Anderson
Photography by Victor Milner, A. S. C.

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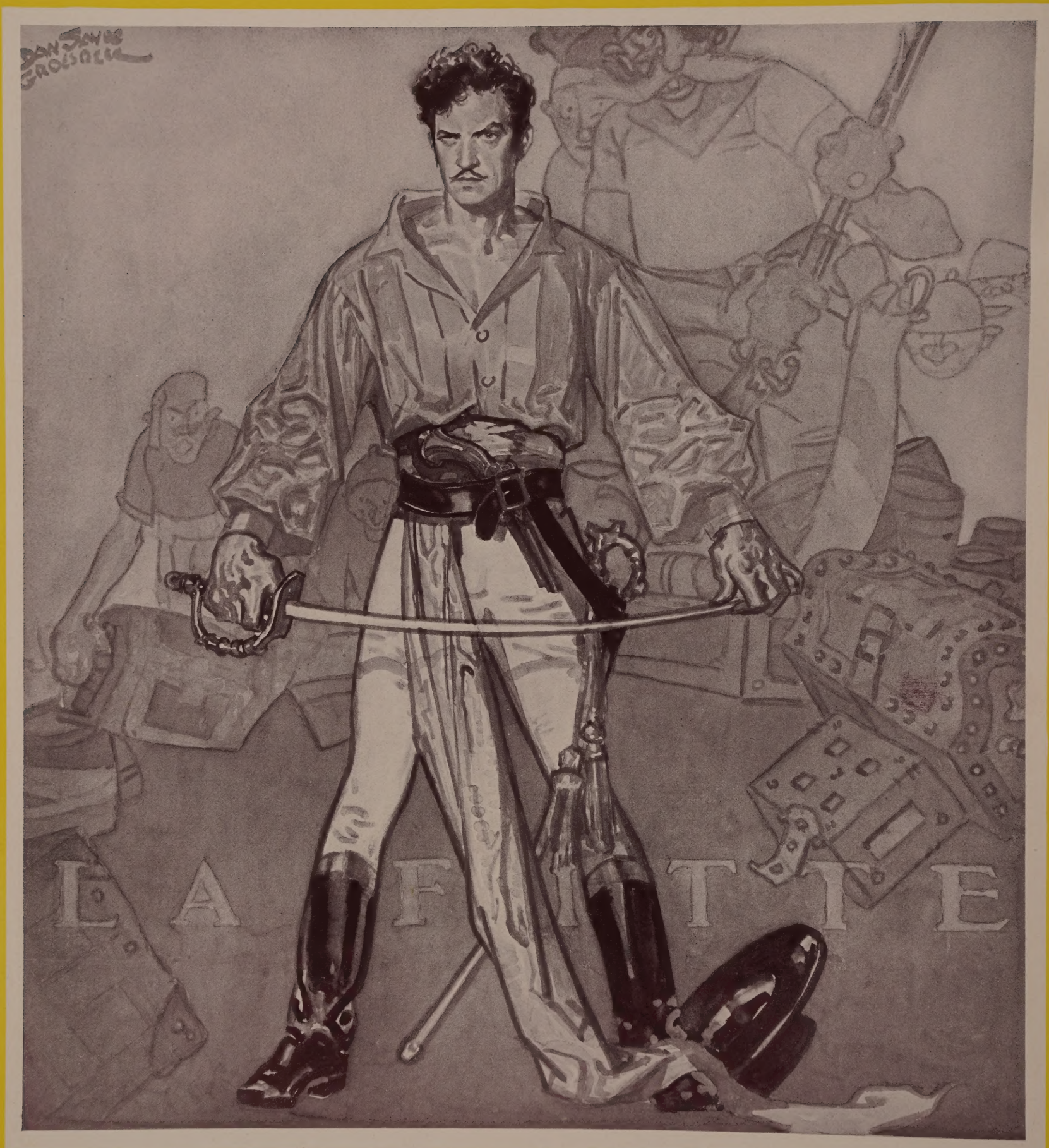
Copyright is waived to magazines, newspapers and radio stations.

Cecil B. DeMille

Producer-director

Cecil B. DeMille

Twenty-five years of unsurpassed achievement in motion-picture making are climaxed with the grandest, the most spectacular of all the DeMille productions . . . the flaming story of one of the most colorful characters that ever lived, Jean Lafitte, the pirate who helped Andrew Jackson win the Battle of New Orleans and save the American cause in the War of 1812. The tremendous scope of imagination, the mastery of detail, the consummate artistry which made all DeMille pictures screen masterpieces...such unforgettable pictures as "The Ten Commandments", "The King of Kings", "Cleopatra", "The Crusades", "The Plainsman" and all the others...combine again to create another thundering romance, the greatest DeMille has ever made, "THE BUCCANEER"!



FREDRIC MARCH in his greatest role, that dashing, devil-may-care outlaw of the Seven Seas... that gallant lad with the ladies... Pirate Jean Lafitte who helped Andrew Jackson defeat the British in the Battle of New Orleans.

FRANCISKA GAAL DeMille's thrilling new star discovery, as Gretchen, whose flaxen hair and honest blue eyes capture the unruly, pirate heart of Jean Lafitte which steel and grapeshot couldn't tame.

DeMILLE'S GREATEST FILM DESERVES A REALLY *BIG* ADVANCE CAMPAIGN!

Check Through This List of Down-to-Earth Sales Aids

PROMOTIONS

Pre-Planted National Tieups

Covering Bell & Howell Cameras, "Buccaneer" Fashions, Three "Buccaneer" Books, and Iodent Toothpaste—all with special advertising mats and displays.....Pages 7 and 8

Local Merchant Tieups

Eight-column and three-column advertising mats, and display suggestions.....Pages 9 and 10

Special Sales Aids

"Buccaneer" Accessories, including pirate hats, "gold doubloons," costumes.....Page 11

Screen Selling

Three smash short features for selling in the theatre.....Page 11

Lobby and Front

Accessories, still numbers, and detailed plans by a New York theatrical artist.....Page 12

Special Promotions

A coloring contest mat and suggestions for contacting various local societies.....Page 13

Newspaper Selling

Mats for a smash five-day newspaper contest based on DeMille's biggest hits from the past; a second "type" contest for schools or papers.....Page 14

School Promotions

Study Charts and contest suggestions for classroom selling.....Page 15

Radio Selling

Free scripts, prepared announcements and a special contest for selling it on the air.....Page 16

ADVERTISING

Ad mats in all sizes; composite mats, revamp suggestions—all you need for newspaper and program ads.....Pages 17—30

PUBLICITY

Readers, features, regular and special art for every newspaper and program publicity need.....Pages 31—38

ACCESSORIES

Regular and special display materials for your lobby and out front; six smashing posters for the boards.....Pages 39—40

THE STORY

JEAN LAFITTE, the gentleman pirate whose name chilled the heart of every merchant captain and thrilled the heart of every New Orleans belle, defies the civil authorities, scorns the price of $500 which has been put on his head, to swagger among the fashionable folk who swarm to his famous pirate's market in the bayous on the fringe of New Orleans.

Lafitte has arranged a clandestine meeting at this spot with the woman he loves, Annette deRemy, a beautiful, aristocratic girl. They vow their love for each other, but Annette, unprepared to run away with the pirate and sacrifice home and friends, urges Lafitte to reform and re-establish himself in good society before he claims her.

But almost at the very moment Lafitte is vowing reform, one of his unruly pirate crews is scuttling an American merchantman at sea, against Lafitte's strictest orders. To cover their crime, the pirates put all the passengers to the sword, including Annette's own sister who was aboard on her way to England. The only survivor of the ill-fated merchantman is Gretchen, a little Dutch girl, whom Lafitte, himself, hurrying to the scene, fishes out of the water. Lafitte saves Gretchen from death, but, to insure her silence, he takes her with him to Barataria, the pirate kingdom and swiftly the little girl falls devotedly in love with the pirate king.

News reaches New Orleans that the British are en route to attack the city. General Andrew Jackson and a handful of men are rushed to the defense. British agents approach Lafitte and offer him rich rewards if he will help them reach the city. This he refuses to do, offering his aid, instead, to America.

Through a misunderstanding an American fleet descends upon and blasts the pirate kingdom, and arresting the pirates as they are preparing to fight for America! Gretchen manages to escape with Lafitte, upon whose head a price is placed. Nevertheless, he goes to Jackson and offers again to help America if the general will free his pirates. Jackson agrees and in the ensuing battle the British are overwhelmingly defeated, largely because of Lafitte and his men. The hero of New Orleans, Lafitte now believes he has won the "respectability" which Annette demanded and at the Victory Ball he asks for her hand again.

At the height of the festivities, Gretchen arrives at the party, exquisitely dressed in garments she found among the pirate loot. One of the guests recognizes the girl's jewelry. It had belonged to Annette's sister, Marie! There could be but one answer—Lafitte was responsible for Marie's death!

Lafitte, covered with shame, leaves New Orleans and Barataria, an outcast. At sea, Gretchen appears from a hiding place aboard ship and tells him of her love and again pledges her undying devotion.

NATIONAL TIEUPS

Cecil B. DeMille endorses Filmo cameras— and clears the way for local shop tieups!

CHECK THESE SALES AIDS!

Selling helps offered on this page include:

MATTED TIEUP ART
POSED TIEUP STILLS
COUNTER DISPLAYS
WINDOW DISPLAYS
ADVERTISING MATS

Cecil B. deMille,
Paramount Producer-director, says:
"I am amazed at the fine color movies amateurs are making with the palm-size Filmo"
YOU, TOO, CAN MAKE COLOR MOVIES EASILY . . . INEXPENSIVELY
WITH THIS
Filmo
$55
AS LITTLE AS $11 DOWN
WRITE FOR BOOKLET
BELL & HOWELL

Above is the tieup ad that Bell and Howell is planting in three national magazines, to break around your playdates for "The Buccaneer." Use blowups of it for local tieup window displays.

THE Bell & Howell Company, manufacturers of Filmo and Bell and Howell cameras, is going to town on advertising and display material based on an endorsement from Cecil B. DeMille. Ads and displays are being provided, all designed to make dealer cooperation especially easy to get and especially valuable in day-and-date campaigns.

Three full-page advertisements, featuring DeMille and Franciska Gaal, and plugging "The Buccaneer," are being run in "National Geographic," for January; "Life," for January 10; "Popular Photography," for February. In addition, enlargements of the advertisement are being made, for distribution to all dealers, to use as window and counter displays.

In addition to the above lineup, Paramount has prepared a series of four stills showing Cecil B. DeMille using a Bell & Howell Filmo Camera. Supply all cooperating dealers with these stills and star and scene stills, to help dress displays. The stills, which should be ordered through your Paramount Exchange ten days in advance of date wanted, are P102-300A to -303A, inclusive. One of these stills is available to you in mat form—as at right—for use in planning camera shop tieup ads locally.

For full details of the Bell & Howell cooperative campaign, and full list of local dealers, communicate with

E. A. Reeve, Advertising Manager, Bell & Howell Company,
1801-1805 Larchmont Ave., Chicago, Ill.

AVAILABLE IN MAT FORM—This cut of Cecil B. DeMille can be used by local camera shops in making up tieup ads for Filmo cameras. ORDER FROM YOUR EXCHANGE AS MAT 2EA ——————————————— .30.

FREE AD MATS AND DISPLAYS GO TO ALL DEALERS HANDLING MODERN MERCHANDISING BUREAU'S "BUCCANEER" FASHIONS

MODERN MERCHANDISING BUREAU has planned a campaign which matches, in every respect, the bigness of "The Buccaneer," with the most complete lineup of style adaptations and the biggest array of selling helps that have ever been offered on any picture!

All affiliated outlets have been primed to extend full cooperation to theatres showing "The Buccaneer," with window and counter displays, cooperative advertising campaigns, etc., all timed to hit the opening of your own advance and current campaigns.

1. A group of eleven hats; straw bodies that include the novelty weaves of the season. Styles include the newly-popular turbans, rolling sailors, straight sailors, poke bonnets, off-the-face types and mushroom brims. **ADVERTISING MATERIAL AVAILABLE INCLUDES display cards, newspaper advertising mats and merchandise tags.**

2. Costume jewelry, including pins, clips, bracelets, pendants, etc., carrying the feeling of the swashbuckling days of "The Buccaneer," tying right in with the present vogue for elaborate, ancient design. **ADVERTISING MATERIAL AVAILABLE INCLUDES display cards and newspaper advertising mats.**

3. Two styles in smart neckwear—the "Buccaneer" Jabot and the "Buccaneer" Plastron. **ADVERTISING MATERIAL AVAILABLE INCLUDES 11 x 14 inch display cards, (illustrated), newspaper advertising mats and merchandise tags.**

4. Silk scarfs, carrying signatures of Cecil B. DeMille and all the stars of "The Buccaneer." **ADVERTISING MATERIAL AVAILABLE CONSISTS OF 11 x 14 inch display cards.**

5. Street dresses. A group of smart bolero and jacket fashions adapted from costumes worn in "The Buccaneer." Ultra-smart wide sashes and striped blouses are featured. **ADVERTISING MATERIAL AVAILABLE INCLUDES 20 x 30 inch display cards, newspaper advertising mats and merchandise tags.**

6. "Buccaneer" blouses, in the latest new styles. Included is a long-sleeved silk blouse with ties in front, adapted from the model worn by Franciska Gaal in "The Buccaneer." **ADVERTISING MATERIAL AVAILABLE INCLUDES 11 x 14 inch display cards, newspaper advertising mats and merchandise tags.**

For full list of local outlets, and full details of cooperation available, write to:
MODERN MERCHANDISING BUREAU, 67 WEST 44 STREET, NEW YORK CITY

Above are illustrated the 11 x 14 counter cards furnished by Modern Merchandising for its "Buccaneer" Plastrons and Jabots—just two of the many sales aids being supplied FREE to dealers handling "Buccaneer" fashions.

NATIONAL TIEUPS

Three volumes on "The Buccaneer" are being pushed NOW by local stores — with special displays!

SPECIAL tieup displays both in bookstores and in ten cent stores become possible through the publication of three "Buccaneer" volumes, now on sale in your community. Counter display cards carrying picture credit have been distributed by one publisher—and the others are ready to cooperate. Here are details:

BOOK STORES

Grosset & Dunlap has published a special edition of "The Buccaneer," and The Appleton-Century Company has published "Lafitte the Pirate," by Lyle Saxon, the book on which the picture story was based.

These two volumes have been planted in bookstores everywhere, and are being prominently featured in many stores' lists. *Grosset & Dunlap has prepared a smashing display card in two colors, size fourteen by twenty-two inches, which reproduces a scene from the picture, and which carries picture credits and plugs.*

Check local bookstores, to arrange for cooperative campaigns on these two volumes timed to hit your own advance and current campaign. These campaigns can include window and counter displays featuring the books and scene stills, and newspaper ads using the cut at left. For full list of local Grosset & Dunlap dealers and full details of available cooperation, communicate with:

E. EDELSON, GROSSET & DUNLAP, INC.
1140 BROADWAY, NEW YORK CITY

TEN-CENT STORES

The publication of "The Buccaneer" in "Big Little Book" form by the Whitman Publishing Company makes possible cooperation with leading five-and-ten chain stores and department stores which handle this item, particularly in the form of window and counter displays. The book is lavishly illustrated with stills from the picture and states on the cover that it is a fictionization of the motion picture.

The volume is designed to sell for ten cents in such stores as Woolworth's, Kresge's, Kress', McCrory's, etc., and these and other similar chains have already been supplied with their quotas. Windows and counter displays with plenty of stills and other selling paper on the picture can be worked out with local dealers. For full information regarding local dealers handling these books, and full details of cooperation, contact:

THE WHITMAN PUBLISHING COMPANY, RACINE, WISCONSIN

Mats of the Book Illustration At Left, Suited For Use In Local Bookstore Newspaper Ads, Available As Mat 2EB — .30

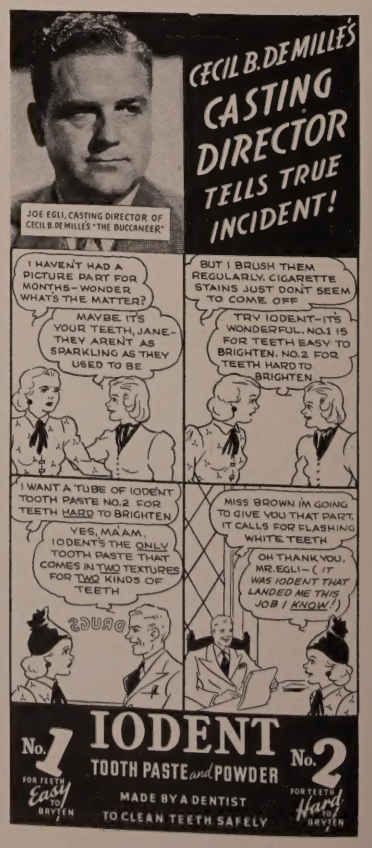
NATIONAL ADS IN ELEVEN MAGAZINES — PLUS LOCAL COOPERATION—THROUGH IODENT TIEUP

IODENT Tooth Paste gives you a ready-made campaign on "The Buccaneer," which includes national magazine advertising and entree to every drug-store which sells the brand! The advertisement illustrated at right—actual size—will appear in ten nationally-circulated magazines, and a larger-sized ad will appear in another magazine. It carries generous "Buccaneer" credit, and will be read by thousands in your own community.

The advertising appears in the February issues—right at the time to do you the most good—and drugstores everywhere are primed to feature blowups of the eye-catching ads in windows and on counters to tie in with your own advance and current campaign.

The advertisements will appear in the following magazines: American Magazine, Good Housekeeping, Modern Magazine, Women's Home Companion, Fawcett Women's Group, Holland's, True Story (in the February numbers), in Colliers for February 5th, Liberty for February 5th and Look for February 1st. In addition, large space has been taken in Family Circle, in the issue of December 3rd.

Check local Iodent distributors, to tie them in on your campaign, and line up as many Iodent-selling druggists as possible, to plant blowups of the advertising in their window and on their counters. Supply additional stills, cutouts and poster paper to dress displays.


CECIL B. DEMILLE'S CASTING DIRECTOR TELLS TRUE INCIDENT!
JOE EGLI, CASTING DIRECTOR OF CECIL B. DEMILLE'S "THE BUCCANEER"
I HAVEN'T HAD A PICTURE PART FOR MONTHS—WONDER WHAT'S THE MATTER?
MAYBE IT'S YOUR TEETH, JANE—THEY AREN'T AS SPARKLING AS THEY USED TO BE
BUT I BRUSH THEM REGULARLY. CIGARETTE STAINS JUST DON'T SEEM TO COME OFF
TRY IODENT—IT'S WONDERFUL. NO.1 IS FOR TEETH EASY TO BRIGHTEN. NO.2 FOR TEETH HARD TO BRIGHTEN
I WANT A TUBE OF IODENT TOOTH PASTE NO.2 FOR TEETH HARD TO BRIGHTEN
YES, MA'AM. IODENT'S THE ONLY TOOTH PASTE THAT COMES IN TWO TEXTURES FOR TWO KINDS OF TEETH
MISS BROWN I'M GOING TO GIVE YOU THAT PART. IT CALLS FOR FLASHING WHITE TEETH
OH THANK YOU, MR. EGLI—(IT WAS IODENT THAT LANDED ME THIS JOB I KNOW!)
DRUGS
No. 1 FOR TEETH Easy TO BRYTEN
IODENT TOOTH PASTE and POWDER
MADE BY A DENTIST TO CLEAN TEETH SAFELY
No. 2 FOR TEETH Hard TO BRYTEN

CHECK THESE SALES AIDS!

Selling helps offered on this page include:

MATTED BOOKSTORE AD ART
IDEAS FOR BOOK DISPLAYS
PREPLANTED IODENT ADS
IODENT DISPLAY IDEAS

LOCAL STORE TIEUPS

HERE'S YOUR SLANT FOR BANK ADS AND DISPLAY WINDOWS

BANKS—as well as any number of other local business houses and service companies—can be tied in for individual cooperative ads and window displays on "The Buccaneer." The art illustrated at right, available in mat form, can supply the basis for both ads and windows for banks and several other concerns. Here are a few ideas:

BANK NEWSPAPER ADVERTISING:

Show the suggested layout at right to a local Savings Bank, and offer to supply the art in mat form.

BANK WINDOW DISPLAY:

Suggest that a local bank use a blowup of this ad, done in three planes, for a window display. The central figure can be done as a standee cutout, either made from the Paramount one-sheet or blown up by baloptican onto compoboard from this ad, then traced and colored. The chest and coins can be actual "props," and the copy can be carried on a background board.

BANK "HERALD" ADS:

The art at right and similar copy can be used by a local Savings Bank to print envelope stuffers, for enclosure in all its mail to customers during the weeks before "The Buccaneer" opens and while it is playing.

OTHER CONCERNS:

Business houses other than banks can use the art in similar ways by taking the advertising angle illustrated in the full-page cooperative ad shown on the next page of this Press Book.

ORDER ART AS MAT 3EA—.45

$3000 of Buccaneer Cash
would be worth
$33,321 TODAY!
If Deposited in a Merchants' Trust Co. 2% Compound Interest Thrift Account!
"THE BUCCANEER" thought his treasure was safe—but he lost $30,321! Jean Lafitte, pirate hero of "The Buccaneer," sold one cargo of smuggled goods for $3,000. If that money had been placed in a savings account at the (Merchants' Trust Co.), at the regular interest rate of 2%, compounded quarterly, the money would have grown to $33,321—a profit of $30,321!
Open a (Merchants' Trust Co.) Savings Account today—and put your money to work for you!
Fredric March as Jean Lafitte, in Cecil B. DeMille's "The Buccaneer," opening next ..... at the ..... Theatre.
MERCHANTS' TRUST CO.
MERCHANTS' TRUST BLDG. PARK PLAZA

None of the type shown in the above layout is included in the mat—type is placed in here simply to show how the ad can be used for one company—a bank. The same art is suited for ads for many different business houses in your community!

SUPPLY A MERCHANT WITH COSTUMES FOR A "PERIOD" WINDOW

At left is a "then and now" window display used by Brill Brothers, New York, selling the store's stability and background by showing styles which were current when it was founded. Try for a similar window in an old-established store in your community, furnishing Brooks pirate costumes for the "then" display. The window can use a catchline like "Buccaneers still sailed the Spanish Main—when Blanks first started serving Blanktown!" Period costumes offered by Brooks can be used, also, to show styles sold by the store at the time it was founded.

CHECK THESE SALES AIDS!

Selling helps offered on this page include:

MATTED ART FOR TIEUP BANK ADS

WINDOW DISPLAY SUGGESTIONS

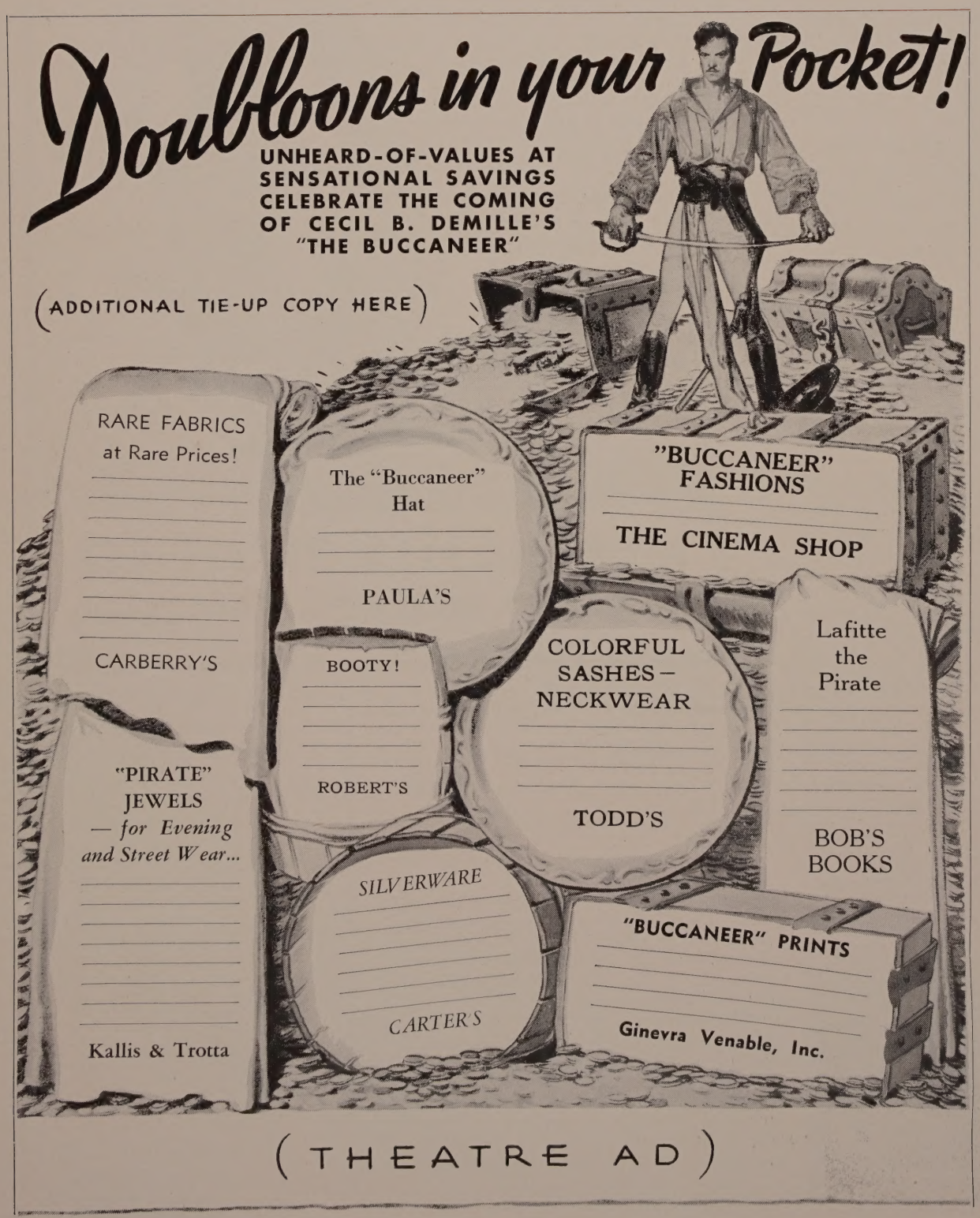
SUGGESTED ADS FOR OTHER STORES

LOCAL STORE TIEUPS

PLANT THIS FULL-PAGE COOPERATIVE AD

ILLUSTRATED one-fourth actual size below is the full newspaper-page cooperative ad mat available for store advertising tieups on "The Buccaneer." The mat capitalizes on the glamorous, swashbuckling background of the picture to provide a smash sales medium for one or more live-wire merchants in your community—and at the same time it does a big job of picture selling. You'll find some of the many ways you can put it to work listed below! Read 'em all and get going on your campaign now!

ORDER EIGHT-COLUMN PAGE MAT (16 x 20 INCHES) AS MAT 8EA — $1.50



(THEATRE AD)

The Co-op Page Mat Is A Full Four Times This Size!

Here are a few of the ways you can use the full-page cooperative ad mat:

1. As a one-store page, in which the store offers special values, preferably items generally associated with the Spanish Main and buccaneers. Such items can be silverware, jewelry, perfumes, semi-precious stones, silks and other luxurious fabrics, plate, etc.

2. As a full page ad in which several merchants take space, either to offer items such as those listed above or other specialties. These merchants can also make use of this page by naming some of their wares "The Buccaneer." Such wares can be a stock perfume, a garment, a sundae, a candy combination, etc.

3. As a two-for-one ad, either by one store or by a group of cooperating merchants. In this case copy such as the following may be inserted directly under the headlines: "You get two items for the price of one in this amazing offer by Blanktown's merchants!"

4. As a page-size circular issued by one merchant, using any one of the angles outlined.

5. As a hidden word contest in which a prize is offered to the person who can write the word "Buccaneer" the most times from the letters in the advertising.

CHECK THESE SALES AIDS!

Selling helps offered on this page include:

FULL EIGHT-COLUMN COOPERATIVE MAT

FIVE SUGGESTIONS FOR USING THE PAGE

SPECIAL PROMOTION AIDS

DISPLAY HISTORIC DOCUMENTS— YOU CAN ORDER THEM AS STILLS!

ACTUAL reproductions of original letters written by Lafitte, Andrew Jackson and other historical characters in "The Buccaneer" are available as stills for use in unusual lobby and window displays, school charts, newspaper publicity, etc.

For lobby use, mount the stills in a glass display case, draped with American flags, and use copy like: *"An Epic Page of Colorful History Sweeps In Full Glory to the Screen! History Is Made More Romantically Thrilling Than Fiction! These are copies of the original documents relating to Jean Lafitte which Cecil B. DeMille discovered and used in making THE BUCCANEER!"*

HERE ARE THE STILL NUMBERS AND EXPLANATIONS:

Still 1705-2/11A:
Deposition of A. W. Holmes as witness to Lafitte's smuggling.

Stills 1705-2/13A and -2/10A:
Letter from Colonel Nicolls of British forces offering Lafitte a Captaincy and other concessions in exchange for services.

Stills 1705-2/9A:
Lafitte's reply (in mixed French and English).

Stills 1705-2/14A and -2/12A:
Letter from General Jackson introducing Lafitte to Major Reynolds.

Still 1705-2/7A:
Letter from General Jackson to Brigadier-General Morgan regarding Lafitte's services.

Still 1705-2/8A:
Letter from General Jackson thanking Lafitte for services.

During the run of the picture, theatre name and playdates can be added to the display board for a poster in a merchant's window, bookstore or library. An unusual angle can be given to a window display in a store selling stationery and fountain pens, by showing a graphologist's analysis of the handwriting in the letters.

ORDER BY NUMBER TEN DAYS IN ADVANCE

SIGNED COPIES OF THE SCRIPT—FREE!

FOR an unusual prize in any "Buccaneer" contests which you promote locally, you may want to offer an actual copy of the picture's script, autographed by Cecil B. DeMille and the stars of the film.

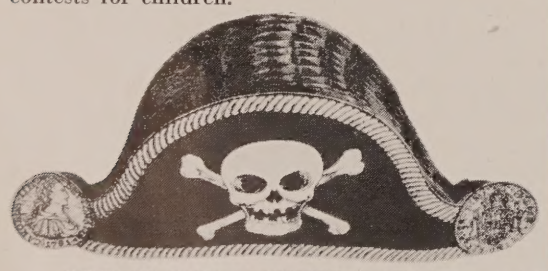
These autographed scripts, which are available absolutely free of charge to theatres which wish to use them as first prizes in any contest, can also be used in unusual window or lobby displays. The ideal display would be to place the open script on a stand, ribbons leading from various scenes to actual stills showing the same scenes.

For your FREE copy of "The Buccaneer" script, write or wire:

Cliff Lewis, Paramount Pictures Inc.
5451 Marathon Street, Hollywood, Cal.

PAPER "BUCCANEER HATS"

REAL "pirate" paper hats will do a great job in selling "The Buccaneer" for you when given city-wide distribution with your playdate and credit imprint stickers pasted on them. These hats may be worn by theatre staff, newsboys, Popeye Club members, and by employees in local cooperating stores, soda fountains and restaurants. They can also be used as prizes in coloring, modeling and poster contests for children.



PRICES:

1 to 9	—10¢ each
10 to 24	— 8¢ each
25 to 49	— 7¢ each
50 to 99	— 6¢ each
100 or more	— 5¢ each

ORDER "BUCCANEER" PIRATE HATS FROM EXCHANGE

GOLD "PIRATE DOUBLOONS"

"REAL pirate gold" is available for promotion on "The Buccaneer"—in the form of specially made "Buccaneer Doubloons"! "Buccaneer doubloons" are gilded coins with a myriad of uses as giveaways, prizes and the basis of contests. They can be numbered for a lucky number contest, used as a window contest which asks lookers to estimate the number in a treasure chest, given as contest consolation prizes and used for decorating windows.

PRICES:
$2.00 per 100,
and $17.50 per 1000

ORDER THE DOUBLOONS FROM YOUR EXCHANGE

FIVE COSTUMES AVAILABLE FOR STAFF AND BALLYHOOS

ORDER FORM

BROOKS COSTUME CO.,
260 W. 41st Street,
New York City.

In connection with our showing of Paramount's "The Buccaneer" we require for our use the following, to reach us no later than.....and to be returned by us on or before.....

- ☐ Pirate Crew Outfit. Wide-legged "shorts," leggings, colored blouse, bolero jacket, sash and slouch hat. $7.50 per week.
- ☐ Pirate Leader. Colored cloth tail-coat, soft silk shirt, tight-fitting rough linen trousers, boots, straw sailor hat, tie, sash and boots. $7.50 per week.
- ☐ Period Civilian Street Suit. Colored cloth tail-coat with velvet collar and cuffs, long cloth trousers to strap under shoe, embroidered vest, ruffled jabot and tie, and beaver hat. $7.50 per week.
- ☐ Ladies Evening Dress. Empire period dress of velvet, with lace mittens and fan. $7.50 per week.
- ☐ Ladies Street Dress. Satin period street dress, with feathered bonnet and lace mittens. $7.50 per week.

We agree to pay transportation charges both ways and understand that rental "per week" means for a full or split week, but we will be charged for only time actually used and allowance will be made for transportation. Rental for second or third week will be ONE-HALF the amount charged for the first week. A check for the rental of the above items is enclosed.

(Name) .....

(Theatre) .....(Address).....

REAL "Buccaneer" pirate costumes and period costumes are available from the Brooks Costume Co., of New York, for use in dressing your theatre staff, for street ballyhoo, and in many other ways. When ordering these costumes for rental, use the form at left.

Five different costumes are offered. Be sure to make clear in your order which you want, and the quantity of each. The five are:

1. PIRATE CREW OUTFIT
2. PIRATE LEADER OUTFIT
3. PERIOD CIVILIAN COSTUME (MALE)
4. LADY'S EVENING DRESS
5. LADY'S STREET DRESS

CHECK THESE SALES AIDS!

Selling helps offered on this page include:

"DOCUMENT" STILLS
AUTOGRAPHED SCRIPTS
PIRATE HATS
METAL "DOUBLOONS"
COSTUMES

FRONT AND LOBBY... designed by George Hoffman, ace display artist of the Rialto Theatre on Broadway

These keyed displays utilize Paramount poster lithographs, Exchange Accessories, and Production Still blowups!

KEY TO NUMBERS IN SKETCH ABOVE:

1 Front display board using the head of March from three-sheet 3-A and the heads of Gaal and Tamiroff from three-sheet 3-B. A three-dimensional effect can be secured by mounting the heads on successive thicknesses of board.

2 Display of the two smash 22 by 28's and the colorful 11 by 14 Exchange stills.

3 Blowup of Groesbeck painting of March, from Still 1705-2/6A.

4 Blowup of Groesbeck painting of Grahame, from Still 1705-2/3A.

5 Blowup of Groesbeck painting of Tamiroff, from Still 1705-2/1A.

6 Blowup of Groesbeck painting of Gaal, available on Still 1705-2/5A.

7 Display of 14 by 17's.

8 Heads of March and Gaal from the Exchange six-sheet.

9 Block wooden or compoboard letters, flanked by "sails" painted with credits.

10 Exchange "Buccaneer Streamer Cutouts" around the marquee.

11 Imitation cannons, either cut in profile from compboard, using Still P2024-55, or built of smokepipe, wood and compoboard. Additional realism can be given the cannons by "shooting" them i.e., setting off flash-pots in the muzzle accompanied by the sound of a large drum or a record of booming cannons (Effects Record 381—Booming Cannons) which can be bought for $3 and postage from the Thomas Valentino Record Co., 729 W. 7th Ave., N. Y. C.

12 Streamers of gay colored cloth pennant which you will have to make locally.

13 Cut-out heads of March and Gaal from the Paramount 24-sheet.

14 The all-over suggestion of hanging bayou moss can be painted or made of crepe if actual moss is unavailable. A good florist can help you with this item.

(ACCESSORIES MENTIONED MAY BE SEEN ON PAGES 39-44)

GIANT CUTOUTS CAN FLANK THE MARQUEE

A pair of cut-outs made as at left flanking each end of the marquee, will form arches of "The Buccaneer," himself, reaching from the sidewalk to over the marquee. The figure for the cut-out is illustrated in the one-sheet. For purposes of this cut-out the sash has been cut and pointed away so that the straddled legs will form an arch under which pedestrians passing your theatre will have to walk. Painted in brilliant colors, properly lighted at night, this giant cut-out will be seen for blocks. For blow-up purposes, Still 1705-2/17A or this illustration will be found easier to work with than the one-sheet illustration. The assembled cut-out, made of compoboard and braced by one-by-threes, should be raised up straight from the sidewalk and held in place by wires.

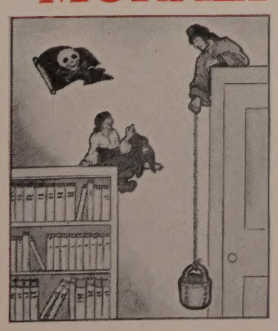
The reproduction above can be placed directly in your baloptican or effects projection machine, blown up and traced on compoboard to make the giant sidewalk "Buccaneer" standees.

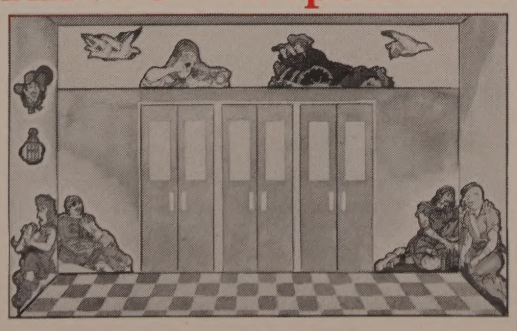
HOFFMAN'S THREE-DIMENSION LOBBY PANEL

Useful for shadowbox or massive display

The items on the first level of the panel display above are the blow-up of March (Still 1705-2/6A) and the blow-up of Gaal (Still 1705-2/5A). Back of these figures is placed a blow-up of March and Grahame in back of a tree trunk made from Still 1705-211. The third plane includes the pirate ship from Still 1705-224 and the pirate scene from Still P1724-950. Back the entire display with a blue sky-drop or painted swamp scene and trim the display with crepe or actual moss supplied by a florist.

"MURALPRINTS"—a special "Buccaneer" Accessory—at your Exchange!





A SPECIAL accessory, called "Muralprints," featuring fifteen separate large-size pirate cutouts, is available at your Exchange. These cutouts are from 16 to 24 inches high and all are mounted on strong and durable compoboard. They can be spotted in your lobby, cooperative windows, bookstores and libraries—and used as prizes in contests for children. The set includes a Jolly Roger flag, pirate and parrot, pirate with rope and basket of doubloons, pirate head, ship lantern, pirates with treasure chest, three flying birds, cabin boy's head, pirate with spyglass, pirates counting gold, pictorial treasure map, pirate with spade and skull, and a ship with billowy sails. Sketches left show how some of the pieces will appear when used as room decorations, lobby murals, and window decorations. See these sets in color at your Exchange!

MURAL PRINTS ARE AVAILABLE AT YOUR EXCHANGE—SOLD IN COMPLETE SETS ONLY—$5 PER SET

SPECIAL STUNTS

HISTORICAL SOCIETIES CAN HELP

LOCAL Louisiana Societies, Daughters of the American Revolution, Grand Army of the Republic and other groups interested in maintaining the historic traditions of the past should be fertile soil for selling the historical angles of "The Buccaneer."

Organizations of this sort, which have branches or affiliates in many towns, have regularly-scheduled meetings at which lecturers speak on various topics connected with their aims. You should be able to arrange for speakers at their luncheons and meetings, to speak on "New Light on Old Louisiana," basing their talks on the great wealth of newly-discovered lore of the old pirates and the War of 1812 which has come to light through research work for "The Buccaneer." The study charts illustrated in this Press Book, will be found perfect to illustrate talks of this nature, as they furnish an authentic illustrated story of the Battle of New Orleans and Old Louisiana, and show the accuracy with which the ancient scenes have been reproduced in the film. You may be able to arrange for one speaker to appear in rotation at several of your town's leading organizations, repeating his talk as many times as he appears.

The local Louisiana societies might confer honorary membership on Cecil B. DeMille and Fredric March for the fidelity with which they have brought to the screen one of the most memorable moments in Louisiana history—the winning of the Battle of New Orleans.

THREE IDEAS FOR A "TREASURE HUNT"

WITH the title, "The Buccaneer," to work on, a number of ticket-selling variations of the familiar "treasure hunt" are obvious naturals. Below are three suggested plans which will draw crowds—choose the one best suited to local conditions. All three "treasure hunts" depend on the idea of concealing keys to unlock a chest holding prizes, planted in your lobby, decorated with stills and copy tying up with the treasure hunt.

The three plans are:

1. CLASSIFIED PAGE STUNT

A display advertisement should be run, calling attention to the fact that the classified ad columns contain, scattered through them, words which can be assembled to form a message telling where the hidden keys to unlock the Treasure Chest can be found. The message, which should be dropped into the ads in bold-face type, can read "Report to (Paramount) Theatre for your 'Buccaneer's Treasure Chest' key!"

2. MERCHANT COOPERATIVE STUNT

With each purchase over a specified period of time, customers of all cooperating stores can be given a tagged "key" which instructs them to come to the lobby for their chance to open the "Buccaneer's Treasure Chest" displayed there. If you prefer, "gold doubloons," available at Paramount Exchange, may be substituted for the keys. These may have numbers tapped into them with a metal punch, and holders of "lucky numbers" can be given their choice of prizes promoted from the merchants.

3. RADIO CONTEST

This can be worked in exactly the same way as the Classified Ad Page contest described above. Throughout a number of morning programs, spot individual words of the "hidden message," which tells contestants to report in the lobby for their lucky keys. If you promote the radio contest as a cooperative store stunt, contestants may be instructed to report to any of the cooperating stores for their keys. For this contest also, the "gold doubloons" may be substituted for the keys.

EDITORIALS—SERMONS

The heroic story of Jean Lafitte and his men, the criminals and pirates who redeemed themselves in the Battle of New Orleans, could easily be built into inspirational newspaper editorials or ministers' sermons, on the angle of "there's something noble in everyone, no matter how depraved he may be, and in times of stress every man can rise above himself and his environment."

Suggest this topic to the editor of any local newspaper which is cooperating with you on any of "The Buccaneer" stunts or promotions, and any progressive ministers can be counted on to give sermons on contemporary topics.

CHECK THESE SALES AIDS!

Selling helps offered on this page include:

COLORING CONTEST ART
THREE SCREEN FEATURES
STUNT SUGGESTIONS

HERE'S ART FOR A SOCK COLORING CONTEST FOR PROGRAM OR TIEUP USE

Printed on your programs for general advance distribution at your theatre; or printed on a special herald for distribution through schools or a cooperating store selling school supplies, the art below will provide a good one-shot "Buccaneer" contest. Order it as Mat 2EC ———— .30

KIDS—Color "The Buccaneer"—and win tickets to see "The Buccaneer," Cecil B. DeMille's thrilling story of the pirate who saved America! Just color the picture above in crayon—in as attractive a manner as you can. Free tickets to "The Buccaneer" will be given the (ten) kids who do the best job, in the opinion of the judges. Mail your colored picture to ..... before .....!

THREE INTEREST-PACKED SCREEN FEATURES AVAILABLE

1. REGULAR TRAILER...

The National Screen Service Trailer is designed to furnish entertainment while selling the picture, and is based on the "see"-copy angle. It presents outstanding scenes from the film, with sock "see"-titles which tell just enough of the stirring action to make audiences want more! Order from:

NATIONAL SCREEN SERVICE

2418 Second Ave., SEATTLE WASH.; 300½ So. Howard St., DALLAS, TEXAS; 630 Ninth Ave., NEW YORK, N. Y.; 141 Walton St., N. W., ATLANTA, GA.; 1922 So. Vermont Ave., LOS ANGELES, CAL.; 1307 So. Wabash Ave., CHICAGO, ILL.

2. TEASER TRAILER...

A special short-style trailer is available absolutely FREE at your Paramount Exchange. This trailer is handled from the "historic" angle, and presents scenes from the picture which have been lifted from history. Outstanding moments in the War of 1812 are shown, with the appearance of Buccaneer Jean Lafitte, who won the Battle of New Orleans and routed the British. The trailer concludes with scenes of Fredric March, Franciska Gaal and Akim Tamiroff. Use it early and often!

SEE YOUR AD SALES MANAGER FOR THIS

3. GAAL SHORT

A special personality short on Franciska Gaal entitled "Gretchen Comes Across" is available absolutely FREE of charge at your Paramount Exchange. Cecil B. DeMille and Associate Producer William H. Pine are shown "discovering" Miss Gaal in film clips. DeMille telephones her in Budapest, and she agrees to come to America. Miss Gaal arrives, is besieged by reporters, and finally lands in Hollywood. She is shown in training, until she is ready to start work in "The Buccaneer." A scene from the picture is shown, and then DeMille comes before the camera, to introduce his latest discovery.

SEE YOUR AD SALES MANAGER FOR THIS

A SMASH FIVE-DAY NEWSPAPER CONTEST —BASED ON DeMILLE'S BIGGEST HITS!

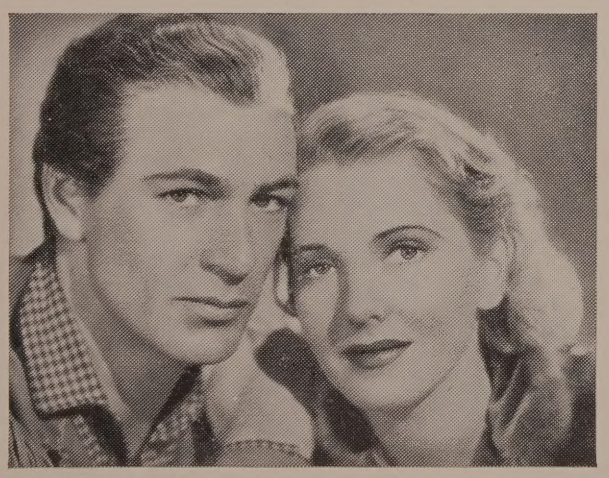
HERE is a five-day newspaper contest or one-shot throw-away contest in which contestants are required to identify the stars and the name of the picture illustrated, in scenes from DeMille productions. For newspaper use, the five illustrations presented here can be used one each day with accompanying stories and rules, or for cooperative use they can be printed on one giveaway. Use the story, rules, and heading daily as printed below for the first day.

(For your information the following are the correct answers: (1) Gary Cooper and Jean Arthur in "The Plainsman," (2) Leatrice Joy and Thomas Meighan in "Manslaughter," (3) Claudette Colbert and Henry Wilcoxon in "Cleopatra," (4) Thomas Meighan and Gloria Swanson in "Male and Female," and (5) Fredric March and Claudette Colbert in "The Sign of the Cross".)

ALL SIX CUTS ON MAT 4EA ——————— .60

NAME THE STARS! Win Prizes! From the BUCCANEER TREASURE CHEST

Come on movie fans—fun and prizes are yours in this (Newspaper) contest if you can identify these famous stars and the title of the Cecil B. DeMille picture from which this scene is taken! Win cash prizes and theatre tickets to see "The Buccaneer" which opens ..... at the ..... Theatre.



Name the stars in the illustration above, and then pick the screen play in which they appeared from this list of Cecil B. DeMille productions:

The Squaw Man
The Virginian
The Call of the North
The Rose of the Rancho
The Girl of the Golden West
The Trail of the Lonesome Pine
A Romance of the Redwoods
The Plainsman
Chimmie Fadden Out West
Feet of Clay
The Golden Bed
The Road to Yesterday

The stars pictured are.....
Screen play they appeared in.....
My name is.....
Address .....

(PICK UP RULES)

1. Study the picture and name the stars shown each day in the (Newspaper).
2. Select the picture they played in from which the scene is shown.
3. Do not send in your answers until you have the complete set of five, then submit them all at one time.
4. All entries must be received by the "Buccaneer" Contest Editor of the (Newspaper) before midnight of (date). Decisions of the judges will be final and neatness will be a factor in making awards.
5. Prizes are ($5), ($3), ($2) and (ten) pairs of guest tickets to see

FREDRIC MARCH IN "THE BUCCANEER" WITH FRANCISKA GAAL
(THEATRE) (DATES)

SECOND DAY ART AND TITLES

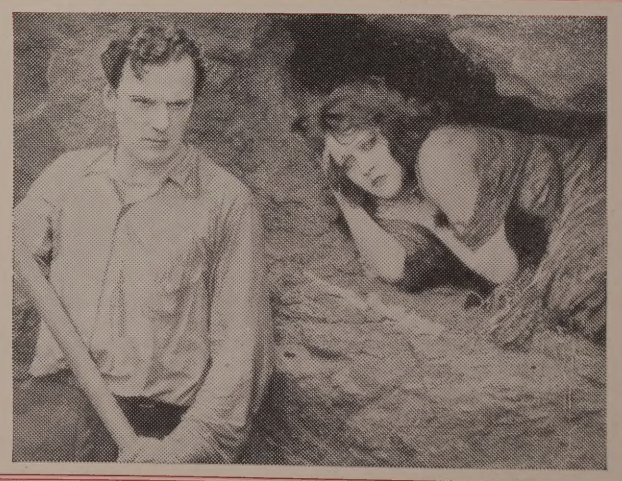
What's His Name
The Man from Home
The Captive
The Unafraid
Carmen
Manslaughter
Fool's Paradise
Temptation
Triumph
The Arab
Kindling
Forbidden Fruit

THIRD DAY ART AND TITLES

Maria Rosa
The Cheat
Cleopatra
The Ten Commandments
The Volga Boatman
King of Kings
Chicago
The Godless Girl
The Golden Chance
Adam's Rib
The Dream Girl
Joan the Woman

FOURTH DAY ART AND TITLES

The Woman God Forgot
The Devil Stone
Old Wives For New
Male and Female
Why Change Your Wife?
Something to Think About
The Wild Goose Chase
The Warrens of Virginia
The Heart of Nora Flynn
This Day and Age
Four Frightened People
The Affairs of Anatol



FIFTH DAY ART AND TITLES

Adam's Rib
Madam Satan
Saturday Night
For Better or Worse
The Whispering Chorus
The Crusades
Dynamite
The Road to Yesterday
The Little American
The Sign of the Cross
Till I Come Back to You
We Can't Have Everything

FIVE-DAY "HISTORY QUIZ" CONTEST FOR PAPERS OR SCHOOLS

"THE BUCCANEER'S" sweeping historical theme keys this contest for newspaper or program promotion!

The contest asks participants to fill in the correct piece of missing information in a daily statement of a fact of American history, concerning the period portrayed in "The Buccaneer." A choice of statements is listed for use in solving each puzzle. Prizes are offered for the first accurately-answered sets returned to the Theatre.

Use the daily story below, changing the statement and list each day. Correct answers are in italics.

PRIZES!

—*Do You Know Your History?*

Here's the (first) of a series of five history quizzes in the (Newspaper's) fascinating "Know Your History" contest, inspired by the Cecil B. De Mille production "The Buccaneer," coming..... to the.....Theatre!

Each day for five days a single problem, dealing with a fact about American history, will be presented. Read the incomplete statement made each day and fill in the blank space with the proper piece of missing information taken from the list given underneath. For each of the.....first sets of correct answers mailed to the..... Theatre a pair of tickets to "The Buccaneer," which opens..... at the.....Theatre, will be offered. *Save all your answers until the fifth day and mail the complete set together!*

Now — Here's Today's Problem:

A First Lady served her country well! How did she do it? When the British burned Washington during the War of 1812, as shown in "The Buccaneer," which opens.....at the.....Theatre, Dolly Madison fled from the White House, carrying with her.....

1. George Washington's portrait.
2. President Madison.
3. *The Declaration of Independence.*
4. The White House Silver.
5. The Constitution.
6. Plans for the defense of the capital city.

2 During the capture of Washington, as seen in "The Buccaneer," which opens ..... at the ..... Theatre, the only public structure not burned by the British was .....

1. The White House
2. The Capitol.
3. *The Patent Office.*
4. The Supreme Court.
5. The Potomac Bridge.
6. The Treasury

3 The American general at the great Battle of New Orleans, as seen in "The Buccaneer," which opens ..... at the ..... Theatre, is known familiarly to history as .....

1. "Stonewall Jackson."
2. "*Old Hickory.*"
3. "Old Potato."
4. "Maid of Orleans."
5. "Old Thunder."
6. "Copperhead."

4 "The moment France takes possession of New Orleans (the setting of "The Buccaneer," which opens ..... at the ..... Theatre) we must marry ourselves to the British fleet and nation," was a famous saying uttered by .....

1. *Thomas Jefferson.*
2. George Washington.
3. Peggy Hopkins Joyce.
4. Andrew Jackson.
5. King Philip IV.
6. President Madison.

5 The War of 1812, which forms the background for "The Buccaneer," which opens ..... at the ..... Theatre, was formally ended by a peace treaty between England and the United States signed at .....

1. Versailles.
2. London.
3. Paris.
4. Ostend.
5. *Ghent.*
6. Brussels.

SELLING IN THE SCHOOLS
—a list of practical classroom contests

"THE BUCCANEER," with its authentic historical background, offers many angles for selling locally in the schools. The suggestions outlined below will suggest some workable promotion angles for breaking into classrooms. Each of the stunts and contests listed has been proved practical.

Prizes of tickets to "The Buccaneer" or cash within your judgment may be offered to the winners in each of the contests. Wherever possible, try to have the head of the department and teachers act as judges of all contests.

1. HISTORY CLASS CONTEST—Offer prizes for the best historical essay titled "The Pirate Who Saved Our Country," on Jean Lafitte.
2. ART CLASS CONTESTS—Prizes can be offered for the best locally-designed posters for "The Buccaneer" with teachers acting as judges. Furnish still for guidance of contestants. The winning posters can be displayed in the lobby or in the window of a cooperating store.
3. SCULPTURE CLASS CONTEST—Offer prizes for the best-modelled figures of Jackson, Lafitte, soldiers, or women of the period of 1812.
4. ENGLISH CLASS CONTEST. Prizes can be offered for the best essays or stories about New Orleans of 1812, or about the War of 1812.
5. DOMESTIC SCIENCE CLASS CONTESTS. Two contests suggest themselves; first, a contest to design and make women's dresses and costumes of the period; and secondly, a contest to prepare New Orleans dishes of the period.

Don't neglect the historical angle of "The Buccaneer" in your approach to schools. Prepare a letter, to local school authorities generally, and to history teachers in particular, pointing out that the picture will give pupils a much clearer picture of the Battle of New Orleans than a dozen textbooks, and suggesting that the class attend the showing in a body.

A SET OF THIRTEEN STUDY CHARTS IS AVAILABLE FOR SCHOOL DISPLAYS

A LIMITED number of the sets of thirteen "The Buccaneer" Study Charts, telling graphically the historic background of the film, are available to exhibitors ABSOLUTELY FREE at Paramount Exchanges. These Study Charts are ideal for distribution to high schools, libraries and colleges, and for lobby and store window display.

The Study Charts are 21½ by 30 inches each. They outline the complete story of "The Buccaneer" and the painstaking historical research which went into the advance preparation for the picture. Each chart is fully captioned and self-explanatory. ORDER YOURS NOW!

TITLES OF THE SET OF CHARTS

1. A Discussion of "The Buccaneer."
2A. Jean Lafitte Lives Again.
2. Jean Lafitte Lives Again (Continued).
3. Historical Principals in DeMille's "The Buccaneer."
4. Fashions and Their Influences, 1810-1938.
5. Domestic Life in Louisiana, 1810-1815.
6. Pirates!
7. Historical Letters.
8. The Battle of Barataria.
9A. The Battle of New Orleans.
9. The Battle of New Orleans, Jan. 8, 1815 (Continued).
10. British Weapons, 1812.
11. General Points of Interest.

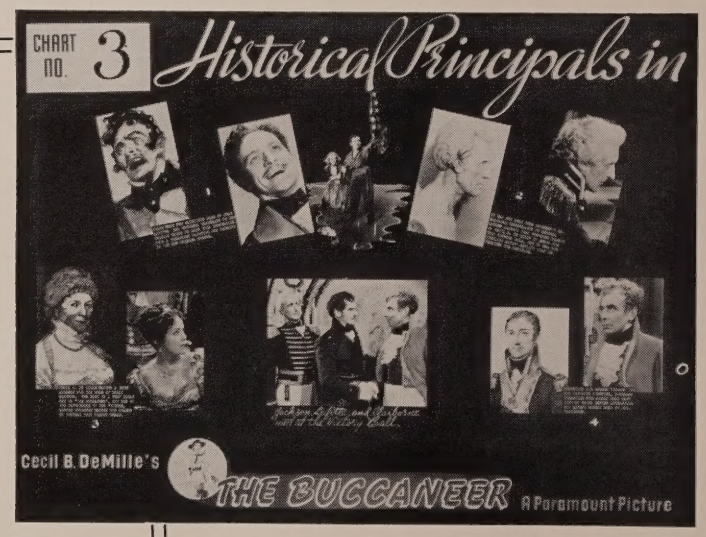


ILLUSTRATION SHOWS TWO OF THE COMPLETE SET OF THIRTEEN STUDY CHARTS

CHECK THESE SALES AIDS!

Selling helps offered on these pages include:

MATS FOR A 5-DAY NEWSPAPER CONTEST

COPY FOR A SECOND FIVE-DAY CONTEST

STUDY CHART SETS

SCHOOL CONTEST IDEAS

RADIO SELLING

THREE RADIO SALES AIDS —AVAILABLE FREE!

ELECTRICAL TRANSCRIPTION

THEATRES with established radio contacts may have, absolutely FREE of charge, the smashing electrical transcription on "The Buccaneer," which presents highlights of the film and the stars, using their actual voices!

The transcription is based on the popular "radio theatre" idea which Cecil B. DeMille is using so effectively on his nationally-broadcast Lux radio hour, and it runs fifteen minutes, including sufficient time at opening and closing for theatre announcement of credits, playdates, etc.

While these transcriptions will be furnished theatres absolutely FREE of charge, the cost makes it necessary that they be restricted to theatres which can guarantee planting them on the air. When ordering, please specify the station over which the transcription will be used, and the date of the broadcast.

DRAMATIZATION

A snappy, condensed version of the dramatic highlights of the picture, carrying the audience up to the beginning of the film's climax. There's just enough to make everyone who hears it want more! The dramatization is specially prepared so that it may be put on with a limited studio cast, and includes complete theatre credits, playdates, etc., worked into opening and closing announcements.

"CHATTER COLUMN"

Fifteen minutes of short, newsy, stories about the film, its great director and the splendid cast of stars who play in it. The stories are short and timely enough to be clipped and planted in any local "Hollywood" radio column, or run in local newspapers as advance publicity.

For transcription or scripts write:

PRESS BOOK EDITOR

PARAMOUNT PICTURES INC., 1501 BROADWAY, NEW YORK CITY

SPOT ANNOUNCEMENTS

150 WORDS

ANNOUNCER: Vividly painted on the most glowing canvas in all America's history, Cecil B. DeMille's most unforgettable film brings to roaring life the rowdiest, most daredevil hero ever to reach the heights of glory! In "The Buccaneer," thrilling epic of Jean Lafitte and his band of swashbuckling ruffians who saved the country in the War of 1812, DeMille has surpassed even his own memorable film achievements! Enacted by a truly magnificent cast headed by Fredric March, Franciska Gaal, Margot Grahame and Akim Tamiroff, "The Buccaneer" opens next .....at the.....Theatre. Don't let anything keep you away! "The Buccaneer" is history breathing and pulsing to unforgettable life—it is film history that marks a new high in entertainment—it is the romance of the swashbuckling daredevil every man longs to be—and the fiery woman who was his mate! Remember—"The Buccaneer" opens next.....at the..... Theatre!

125 WORDS

ANNOUNCER: Climaxing twenty-five years of eye-filling film epics, Cecil B. DeMille brings to life the rowdiest, most swashbuckling hero in all American history—pirate Jean Lafitte, and his daredevil crew, who turned the tide at the Battle of New Orleans during the War of 1812. The glorious romance of Lafitte, most swash-buckling pirate of them all, and his little Gretchen comes to the screen in DeMille's production of "The Buccaneer," which opens next.....at the..... Theatre, with the leading roles taken by such outstanding performers as Fredric March, Franciska Gaal, new Viennese discovery, Akim Tamiroff and Margot Grahame. Don't miss "The Buccaneer"—remember—it opens next..... at the.....Theatre!

100 WORDS

ANNOUNCER: A story as great as the unforgettable history which inspired it! A romance more thrilling than any you've ever seen before! That is the combination Cecil B. DeMille, greatest director of all times, celebrating twenty-five years of film-making, has used to bring to life on the screen his most unforgettable picture, "The Buccaneer," epic of Pirate Jean Lafitte and his crew, of heroic ruffians, which opens next.....at the.....Theatre, with Fredric March, Franciska Gaal, Margot Grahame and Akim Tamiroff in the leading roles. See "The Buccaneer"—remember—it opens next.....at the..... Theatre!

50 WORDS

ANNOUNCER: Cecil B. DeMille's greatest film, "The Buccaneer," glowing romance set in the most colorful days of American history, the Battle of New Orleans, opens next.....at the.....Theatre, with Fredric March, Franciska Gaal, Akim Tamiroff and Margot Grahame. See "The Buccaneer"—next .....at the.....Theatre!

A SOCK RADIO CONTEST —COMPLETELY PRESENTED!

THIS contest—"Juggle Film Figures for Prizes"—requires listeners to "catch" all of the figures mentioned in a special announcement about "The Buccaneer" and to total them. Prizes of tickets to see "The Buccaneer" or any other prize within your judgment can be awarded to the first (limited number) of listeners to send in the correct total. It can be theatre-sponsored or on a sustaining program, or you may be able to sell the idea to some local advertiser, as an unusual stunt on his regular musical program. A bank or other savings institution looks like a logical bet for sponsorship.

CONTEST ANNOUNCEMENTS

● ANNOUNCER: Juggle Film Figures—for Prizes! Figures don't lie—and here are some that mean every word they say, when they tell you that they're going to bring (ten) wide-awake (Blanktowners) prizes of a pair of theatre tickets! The picture that these clever folks will see is Cecil B. DeMille's greatest spectacle, "The Buccaneer," glowing epic of Jean Lafitte and his heroic crew of cut-throats, which opens next .....at the.....Theatre, with a cast of stars headed by Fredric March, Franciska Gaal, new Viennese star, Margot Grahame and Akim Tamiroff. In a few seconds, you will be told about "The Buccaneer" and about Cecil B. DeMille. There will be a lot of important figures mentioned—figures that show how truly great "The Buccaneer" is, and how great DeMille's film achievements are. Listen carefully, and jot down every figure you hear, and when you're all through, add up every figure you've noted down. Be careful to remember that only cardinal numbers count—ordinals do not. The first (ten) persons to call this station (list telephone number) after the broadcast, with the correct total, will win a ticket each, to see "The Buccaneer," when it opens next.....at the..... Theatre. Get your pencil and paper. All ready? Okay. Here goes!

● NARRATOR: Twenty-five years ago Cecil B. DeMille entered motion pictures, a field which had been in existence ten years, and which was then still in its infancy. DeMille's idea was that motion pictures should be sweeping in scope—cost was unimportant. Where up to that time, ten thousand dollars was the average cost of a film, with the gigantic epics costing only fifty thousand, DeMille decided that no matter whether his pictures would cost half-a-million or even more, they would have to be as big as he visualized them! Since 1913, he has made sixty-three films, each of the recent ones in the million-dollar class. Starting with "The Squaw Man," which had a cast of less than a hundred, and cost about one hundred thousand dollars, DeMille's pictures continued to mount in cost until the sixteenth one he produced—"Carmen," which starred Geraldine Farrar, first lady of the opera. Three more films followed, and then came "The Trail of the Lonesome Pine," first film version of the immortal love classic, a film which was seen by more than one hundred million persons in every part of the world. "The Ten Commandments" was DeMille's first religious theme, which he developed into a magnificent spectacle with a cast of five thousand actors. The film cost more than two million dollars to make, and even though it is considered "old" today, having been made in 1923, the fifteen years which have passed since its first release have not dimmed its splendor. It is still being shown at least a thousand times a year, in various theatres all over the world. DeMille has also made three other films with Biblical background—"Kings of Kings," "The Sign of the Cross" and "The Crusades"—and has also devoted a good part of his career to the making of films depicting sweeping canvases of history. Of this latter group, there have been four since 1927—"Kings of Kings," released in that year; "Cleopatra," released in 1934; "The Plainsman," released in 1937; and "The Buccaneer," released in 1938. DeMille, more than any other director in motion pictures, is known for his ability to use tremendous masses of people, each placed as carefully as a jewel in a setting, in his crowd scenes. "The Ten Commandments" showed more than five thousand persons in the Exodus scene; "The Sign of the Cross" used almost four thousand actors in the dramatic finale; in "Cleopatra," more than four thousand actors were employed; "The Crusades" had more than five thousand in the cast; four thousand actors were seen in the Indian battles of "The Plainsman"; and in "The Buccaneer," latest and greatest of all DeMille's films, more than six thousand actors are seen in the flaming Battle of New Orleans scene. It has been estimated that the total cost of all sixty-three of DeMille's pictures runs between twenty millions and forty million dollars, and that somewhere between eighty thousand and a hundred and twenty-five thousand actors have been used. But size alone does not make these films great. Any one scene, with only two or three actors in it, can be lifted from the balance of the film, and as the one single unit, it will stand alone, truly magnificent in its character and scenic development. That is the genius of Cecil B. DeMille, and whether he uses two actors or ten thousand, and whether he spends a thousand dollars or two million, his pictures are equally great!

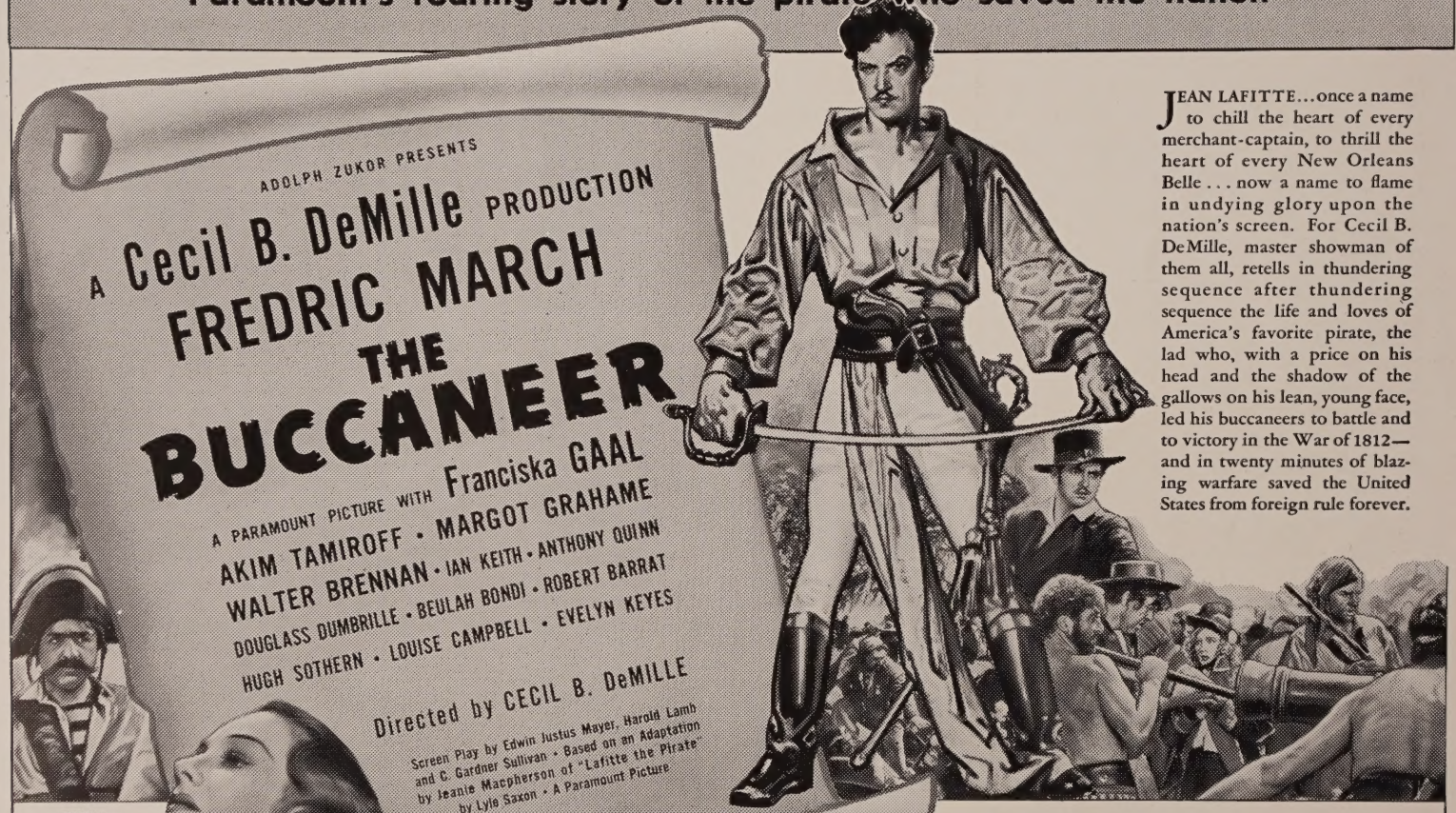
● ANNOUNCER: Ladies and gentlemen, you have just heard Juggle Film Figures for Prizes—a novel contest which gave you some facts about Cecil B. DeMille, greatest of the great director-producers of Hollywood whose greatest film, "The Buccaneer," comes next..... to the.....Theatre. You've all taken down as many of the figures mentioned as you were able to catch, and now you're adding them up. As soon as you have your total of all the figures mentioned, call this station (list telephone number) and tell us the total you have reached. The first (ten) persons to reach the correct total will each receive a pair of guest tickets to see "The Buccaneer" when it opens next.....at the.....Theatre!

(Correct Answer: 166,921,903

Ad Layouts

THE MIGHTIEST ADVENTURE ROMANCE EVER FILMED

Paramount's roaring story of the pirate who saved the nation


ADOLPH ZUKOR PRESENTS
A Cecil B. DeMille PRODUCTION
FREDRIC MARCH
THE
BUCCANEER
A PARAMOUNT PICTURE WITH Franciska GAAL
AKIM TAMIROFF • MARGOT GRAHAME
WALTER BRENNAN • IAN KEITH • ANTHONY QUINN
DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT
HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES
Directed by CECIL B. DeMILLE
Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan • Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon • A Paramount Picture

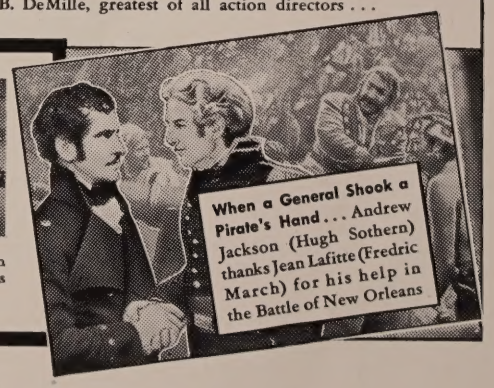
JEAN LAFITTE...once a name to chill the heart of every merchant-captain, to thrill the heart of every New Orleans Belle . . . now a name to flame in undying glory upon the nation's screen. For Cecil B. DeMille, master showman of them all, retells in thundering sequence after thundering sequence the life and loves of America's favorite pirate, the lad who, with a price on his head and the shadow of the gallows on his lean, young face, led his buccaneers to battle and to victory in the War of 1812—and in twenty minutes of blazing warfare saved the United States from foreign rule forever.

The Battle of New Orleans...most thrilling battle scenes ever filmed . . . a new triumph for Cecil B. DeMille, greatest of all action directors . . .

All Conquering Love The love of a little Dutch girl (beautiful Franciska Gaal) for her pirate hero, Jean Lafitte (Fredric March)

SEE the Belles of New Orleans pay honor to Jean Lafitte and Old Hickory in the glorious pageant of America's greatest Victory Ball.

SEE the march through the bayous as Jean Lafitte's pirate crew answers the call to arms when the British threaten New Orleans.


When a General Shook a Pirate's Hand... Andrew Jackson (Hugh Sothern) thanks Jean Lafitte (Fredric March) for his help in the Battle of New Orleans

THEATRE

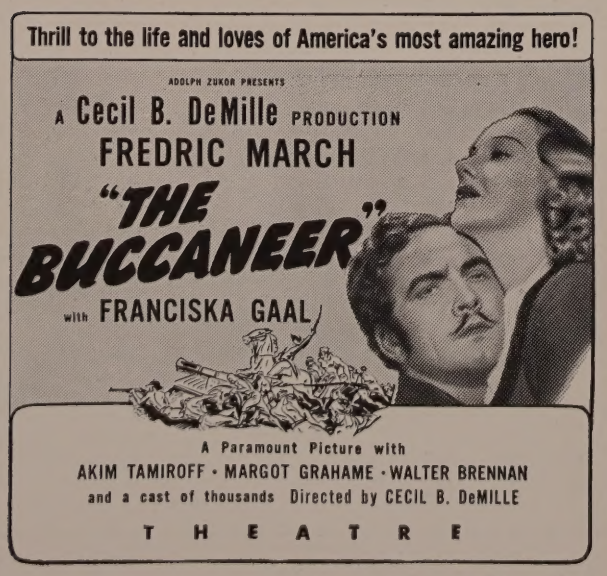
MAT 5A—.75

ADOLPH ZUKOR PRESENTS
A CECIL B. De MILLE Production
FREDRIC MARCH
"THE BUCCANEER"
with FRANCISKA GAAL
Thundering from the most thrilling pages of our history...ringing with the clash of steel on steel ...comes this mighty story of the life and loves of Jean Lafitte, the pirate!
SEE the blazing attack on Barataria, the pirate kingdom!
SEE the heroic Battle of New Orleans with pirates on the ramparts!
SEE the thrilling march of the pirates through the bayous of Louisiana!
SEE the duel to the death in a dungeon prison!
SEE the scuttling of a proud merchant ship at sea by buccaneers!
SEE a lady walk the plank to seal the secret of a pirate's crime!
SEE the nation's capital, the glorious city of Washington, in flames!
See these and a hundred other thrilling scenes in Cecil B. DeMille's mightiest adventure romance!
A Paramount Picture with a cast of thousands including
AKIM TAMIROFF • MARGOT GRAHAME
WALTER BRENNAN • IAN KEITH • ANTHONY QUINN
DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT
HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES
Directed by CECIL B. DeMILLE
Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan
Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon
THEATRE

MAT 2A—.30

A story to thrill the heart of all America!
The life and loves of Pirate Jean Lafitte... once a name to chill the heart of every merchant captain, to thrill the heart of every New Orleans belle... now a name to flame in undying glory upon the nation's screen as Cecil B. DeMille re-tells in thundering sequence the roaring story of the pirate who saved the nation!
ADOLPH ZUKOR PRESENTS
Cecil B. DeMille
PRODUCTION
FREDRIC MARCH
"THE BUCCANEER"
A Paramount Picture with
FRANCISKA GAAL
AKIM TAMIROFF
MARGOT GRAHAME
WALTER BRENNAN
and Ian Keith • Anthony Quinn
Douglass Dumbrille • Beulah Bondi
Robert Barrat • Hugh Sothern
Louise Campbell • Evelyn Keyes
Directed by CECIL B. DeMILLE
THEATRE

MAT 3A—.45


Thrill to the life and loves of America's most amazing hero!
ADOLPH ZUKOR PRESENTS
A Cecil B. DeMille PRODUCTION
FREDRIC MARCH
"THE BUCCANEER"
with FRANCISKA GAAL
A Paramount Picture with
AKIM TAMIROFF • MARGOT GRAHAME • WALTER BRENNAN
and a cast of thousands Directed by CECIL B. DeMILLE
THEATRE

MAT 2SA—.30

America's Pirate Hero Lives, Loves, and Fights Again!

ADOLPH ZUKOR PRESENTS

A Cecil B. DeMille PRODUCTION

FREDRIC MARCH

THE

BUCCANEER

FRANCISKA GAAL

Akim TAMIROFF • Margot GRAHAME • Walter BRENNAN
IAN KEITH • ANTHONY QUINN • DOUGLASS DUMBRILLE • BEULAH BONDI
ROBERT BARRAT • HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES

Directed by CECIL B. DeMILLE

Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan • Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon • A Paramount Picture

"He left a corsair's name
to other times,
Linked with one virtue
and a thousand crimes.
—LORD BYRON

AGAINST a mighty, thundering background of battle and adventure, and high, wide and laughing courage, Cecil B DeMille tells one of the most human, the most beautiful love stories ever brought to the screen...the story of the little Dutch girl (Franciska Gaal) who fought side by side with her pirate hero, Jean Lafitte (Fredric March), when he and his tatterdemalion crew of buccaneers helped Andrew Jackson save the nation at the Battle of New Orleans, and whose love alone triumphed over his unruly pirate heart.

Old Hickory (Hugh Sothern) Andrew Jackson, Hero of the Battle of New Orleans

SEE the attack on the pirate kingdom of Barataria...a whole United States fleet, guns in action, bombards the buccaneer's stronghold

SEE one of the most amazing romances ever filmed, little Gretchen's (Franciska Gaal) love for her pirate Jean Lafitte (Fredric March)

SEE the march through the bayous . . . Jean Lafitte's pirate crew answers the call to arms when the British threaten New Orleans.

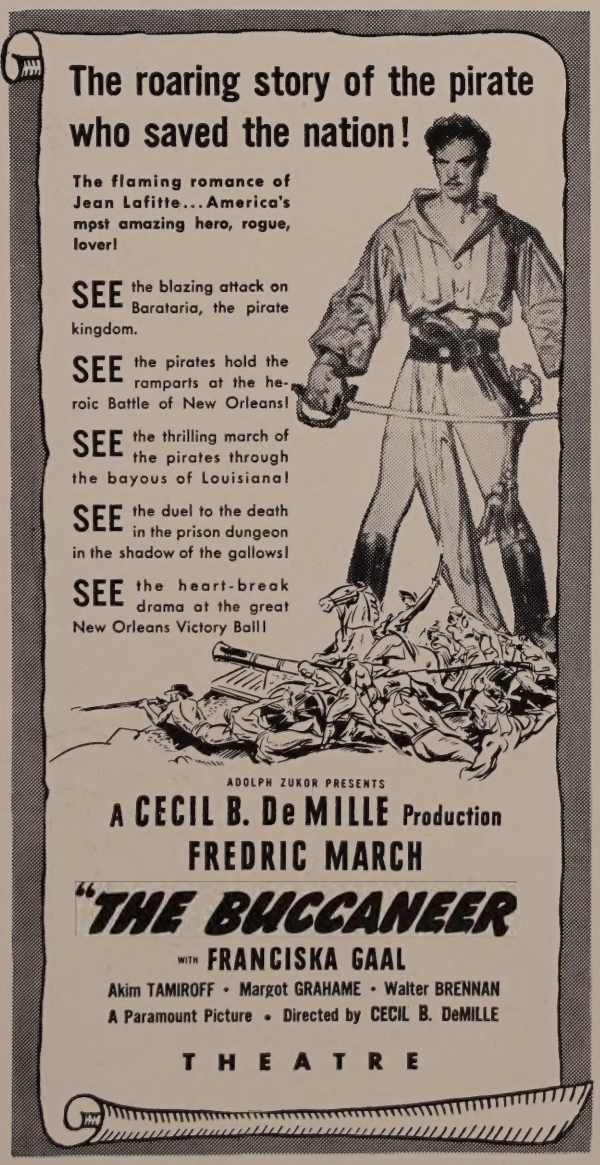
SEE the great New Orleans Victory Ball . . . honoring Jean Lafitte and Old Hickory, in the most glittering pageant of beauty ever staged.

THEATRE

MAT 5AB—.75

BOTH MIDGETS

ON MAT 1M—.15


The roaring story of the pirate who saved the nation!
The flaming romance of Jean Lafitte... America's most amazing hero, rogue, lover!
SEE the blazing attack on Barataria, the pirate kingdom.
SEE the pirates hold the ramparts at the heroic Battle of New Orleans!
SEE the thrilling march of the pirates through the bayous of Louisiana!
SEE the duel to the death in the prison dungeon in the shadow of the gallows!
SEE the heart-break drama at the great New Orleans Victory Ball!
ADOLPH ZUKOR PRESENTS
A CECIL B. De MILLE Production
FREDRIC MARCH
"THE BUCCANEER
with FRANCISKA GAAL
Akim TAMIROFF • Margot GRAHAME • Walter BRENNAN
A Paramount Picture • Directed by CECIL B. DeMILLE
THEATRE

MAT 2AB—.30

GALLANT with the ladies... beloved by every belle in all of Old New Orleans... feared by those rats of the Seven Seas... his bold, bad buccaneers... Jean Lafitte... the gayest lad who ever sailed beneath the Skull and Cross Bones lives again in the grandest historical romance ever to swing across the screen
ADOLPH ZUKOR PRESENTS
A Cecil B. DeMille PRODUCTION
FREDRIC MARCH
THE BUCCANEER
A PARAMOUNT PICTURE WITH FRANCISKA GAAL
AKIM TAMIROFF
MARGOT GRAHAME
WALTER BRENNAN
IAN KEITH · ANTHONY QUINN
Douglass DUMBRILLE · Beulah BONDI
ROBERT BARRAT · HUGH SOTHERN
LOUISE CAMPBELL · EVELYN KEYES
Directed by
CECIL B. DeMILLE
Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan. Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon.

THEATRE

MAT 2AC—.30

ADOLPH ZUKOR PRESENTS
A CECIL B. De MILLE Production
FREDRIC MARCH
"THE BUCCANEER"
with FRANCISKA GAAL
Thundering from the most thrilling pages of our history...ringing with the clash of steel on steel ...comes this mighty story of the life and loves of Jean Lafitte, the pirate!
SEE the blazing attack on Barataria, the pirate kingdom!
SEE the heroic Battle of New Orleans with pirates on the ramparts!
SEE the thrilling march of the pirates through the bayous of Louisiana!
SEE the duel to the death in a dungeon prison!
SEE the scuttling of a proud merchant ship at sea by buccaneers!
SEE a lady walk the plank to seal the secret of a pirate's crime!
SEE the nation's capital, the glorious city of Washington, in flames!
See these and a hundred other thrilling scenes in Cecil B. DeMille's mightiest adventure romance!
A Paramount Picture with a cast of thousands including
AKIM TAMIROFF • MARGOT GRAHAME
WALTER BRENNAN • IAN KEITH • ANTHONY QUINN
DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT
HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES
Directed by CECIL B. DeMILLE
Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan
Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon
THEATRE

MAT 3AB—.45

A LADY WALKS THE PLANK!
One of the thrilling moments in Paramount's roaring story of the pirate who saved the nation!
Thundering from the most thrilling pages of our history . . . ringing with the clash of steel on steel . . comes the heroic romance of Jean Lafitte, the Pirate, and the flaxen-haired girl who conquered his unruly heart.
ADOLPH ZUKOR PRESENTS
A CECIL B. De MILLE Production
FREDRIC MARCH
"THE BUCCANEER"
FRANCISKA GAAL
A Paramount Picture with a cast' of thousands including
Akim TAMIROFF • Margot GRAHAME • Walter BRENNAN
IAN KEITH • ANTHONY QUINN • DOUGLASS DUMBRILLE • BEULAH BONDI
ROBERT BARRAT • HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES
Directed by CECIL B. DeMILLE
THEATRE

MAT 2AD—.30

MAT 2SB—.30

Paramount's Flaming Romance of the Pirate Who Saved the Nation!

CECIL B. DEMILLE, America's grandest showman, brings you the roaring story of America's most amazing hero . . . Pirate Jean Lafitte, that debonair dandy, that swashbuckling buccaneer, who could scuttle a ship or a lady's heart with a laugh on his lips . . . Jean Lafitte, who knew only two real loves in all his flaming life . . . a love for the United States so great he dared the very gallows to help Andrew Jackson save the young nation from the British at the Battle of New Orleans . . . a love for a little flaxen-haired doll of a girl, whose honest blue eyes forced this swashbuckling son of trouble to strike his flag, to yield his heart forever.

A Lady Walks the Plank . . . Gretchen (Paramount's new star discovery, Franciska Gaal) is forced by Lafitte's men to walk the plank on a captured merchant-ship.

ADOLPH ZUKOR PRESENTS

A Cecil B. DeMille PRODUCTION

FREDRIC MARCH

in

The BUCCANEER

A PARAMOUNT PICTURE WITH Franciska GAAL

AKIM TAMIROFF • MARGOT GRAHAME

WALTER BRENNAN • IAN KEITH • ANTHONY QUINN

DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT

HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES

Directed by CECIL B. DeMILLE

Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan

Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon

Dominique You (Akim Tamiroff) veteran of Napoleon's campaigns, Jean Lafitte's right-hand man.

Jean Lafitte . . . Fredric March in the grandest role of his career as the pirate who saved the nation.

SEE the capture of Washington by the British and the amazing escape of the President's wife with the Declaration of Independence in her hands.

SEE the thrilling capture of the Corinthian, great merchant ship, by Jean Lafitte's buccaneer crew, in a frantic sea fight with cutlasses a-swing.

SEE the pirate crew make a woman walk the plank, creeping along the fearful board to the terrific plunge into shark-infested Caribbean waters.

SEE the attack on the pirate kingdom of Barataria . . . a whole United States fleet, guns in action, sets Jean Lafitte's stronghold afire . . . drives the buccaneers into hiding.

SEE the march through the bayous . . . Jean Lafitte's pirate crew in pirogues, on foot, splash through the Louisiana swamps as Jean Lafitte issues the call to arms when the British threaten New Orleans.

SEE the glorious Battle of New Orleans . . . Jean Lafitte's buccaneers, Andrew Jackson's Tennessee sharpshooters conquer a huge British army, save the nation in exactly twenty minutes of heroic, savage warfare.

SEE the great New Orleans Victory Ball . . . the belles of the Old Southland pay honor to Jean Lafitte and Old Hickory, the conquering heroes, the most glittering pageant of beauty ever brought to the screen.

General Andrew Jackson, hero of the Battle of New Orleans (Hugh Sothern), a man who knew a soldier when he saw one, and shook the hand of Pirate Jean Lafitte.

THEATRE

MAT 7A—1.50

GALLANT with the ladies . . . beloved by every belle in all of Old New Orleans . . . feared by those rats of the Seven Seas . . . his bold, bad buccaneers . . . Jean Lafitte . . . the gayest lad who ever sailed beneath the Skull and Cross Bones lives again in the grandest historical romance ever to swing across the screen.

ADOLPH ZUKOR PRESENTS

A Cecil B. DeMille PRODUCTION

FREDRIC MARCH

IN

THE BUCCANEER

A PARAMOUNT PICTURE WITH FRANCISKA GAAL

AKIM TAMIROFF

MARGOT GRAHAME

WALTER BRENNAN

IAN KEITH · ANTHONY QUINN

Douglass DUMBRILLE · Beulah BONDI

ROBERT BARRAT · HUGH SOTHERN

LOUISE CAMPBELL · EVELYN KEYES

Directed by

CECIL B. DeMILLE

Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan. Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon.

THEATRE

MAT 3AC—.45

"AND THEY HITCHED OLD GLORY TO THE POLE!"

ONE of the thousand thrilling moments in Paramount's thundering adventure-romance of the pirate who saved the nation. Jean Lafitte (Fredric March), debonair desperado of the Seven Seas, swashbuckling buccaneer, a devil with the ladies, forgets all but his love for the Stars and Stripes as he mans the ramparts of New Orleans with his pirate crew to help General Andrew Jackson win the battle that saved the United States from English rule forever. Fighting side by side with the man she loves is Gretchen (Paramount's new star discovery, Franciska Gaal), the little doll of a girl who taught Jean Lafitte the meaning of true and lasting love . . .

ADOLPH ZUKOR PRESENTS
A
Cecil B. DeMille
PRODUCTION
FREDRIC MARCH
in THE
BUCCANEER
A PARAMOUNT PICTURE WITH Franciska GAAL
AKIM TAMIROFF • MARGOT GRAHAME
WALTER BRENNAN • IAN KEITH • ANTHONY QUINN
DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT
HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES
Directed by CECIL B. DeMILLE
Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan
Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon

THEATRE

MAT 4A—.60

ADOLPH ZUKOR PRESENTS

A Cecil B. DeMille PRODUCTION

FREDRIC MARCH

"THE BUCCANEER"

A Paramount Picture with

FRANCISKA GAAL

AKIM TAMIROFF

MARGOT GRAHAME

WALTER BRENNAN

Directed by CECIL B. DeMILLE

THEATRE

MAT 1A—.15

From the most thrilling pages of America's history comes the story to thrill all America!

The flaming romance of Jean Lafitte... America's most amazing hero, rogue, lover... the pirate who saved the nation and lost the woman he loved!

Scene after scene of awe-inspiring grandeur and roaring action by the master showman of them all, Cecil B. DeMille!

SEE a lady walk the plank to seal the secret of a pirate's crime!

SEE the blazing attack on Barataria, the pirate kingdom.

SEE the pirates hold the ramparts at the heroic Battle of New Orleans!

SEE the thrilling march of the pirates through the bayous of Louisiana!

SEE the duel to the death in the prison dungeon in the shadow of the gallows!

SEE the heart-break drama at the great New Orleans Victory Ball!

See these... and hundreds of other never-to-be-forgotten scenes of flaming adventure and romance!

ADOLPH ZUKOR PRESENTS

A Cecil B. DeMille Production

FREDRIC MARCH

"THE BUCCANEER"

A PARAMOUNT PICTURE WITH FRANCISKA GAAL

AKIM TAMIROFF • MARGOT GRAHAME

WALTER BRENNAN • IAN KEITH • ANTHONY QUINN

DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT

HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES

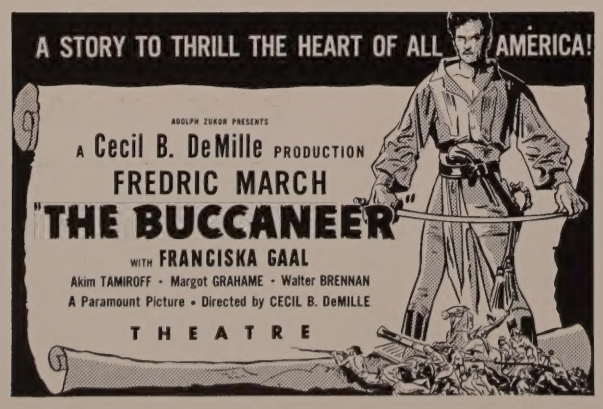
Directed by CECIL B. DeMILLE

THEATRE

MAT 3AD—.45

CECIL B. DEMILLE'S GRANDEST PICTURE... the flaming story of Pirate Jean Lafitte (Fredric March) and little Gretchen (Franciska Gaal)... the dashing, swashbuckling buccaneer who held the hearts of all the belles of New Orleans in his pirate's hand... who won the heart of a nation when he joined Andrew Jackson's little American army to save the United States from British rule forever in the Battle of New Orleans... and the blue-eyed Miss who won his pirate's heart.
ADOLPH ZUKOR PRESENTS
A Cecil B. DeMille PRODUCTION
FREDRIC MARCH
THE BUCCANEER
A PARAMOUNT PICTURE WITH Franciska GAAL
AKIM TAMIROFF • MARGOT GRAHAME
WALTER BRENNAN • IAN KEITH • ANTHONY QUINN
DOUGLASS DUMBRILLE • BEULAH BONDI • ROBERT BARRAT
HUGH SOTHERN • LOUISE CAMPBELL • EVELYN KEYES
Directed by CECIL B. DeMILLE
Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan • Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon
SEE the capture of Washington by the British and the amazing escape of the President's wife with the Declaration of Independence in her hands.
SEE the thrilling capture of the Corinthian, great merchant ship, by Jean Lafitte's buccaneers, and the burning of the vessel.
SEE the glorious Battle of New Orleans ...Jean Lafitte's buccaneers, Andrew Jackson's Tennessee sharpshooters conquer a huge British army, save the nation in exactly twenty minutes of heroic, savage warfare.
WHEN A LADY LOVED A PIRATE
(FREDRIC MARCH AND FRANCISKA GAAL)
Greatest Sea Fight Ever Filmed ...The American Fleet Bombards Barataria
Old Hickory (Hugh Sothern) Andrew Jackson, Hero of the Battle of New Orleans
THEATRE

MAT 4AB—.60


A STORY TO THRILL THE HEART OF ALL AMERICA!
ADOLPH ZUKOR PRESENTS
A Cecil B. DeMille PRODUCTION
FREDRIC MARCH
"THE BUCCANEER"
WITH FRANCISKA GAAL
Akim TAMIROFF • Margot GRAHAME • Walter BRENNAN
A Paramount Picture • Directed by CECIL B. DeMILLE
THEATRE

MAT 2SC—.30

COMPOSITE AD-ART MAT

There's material for every special advertising, publicity and promotion purpose in the Composite Mat.

MERCHANDISE TAGS... in store cooperations, the wreaths can be used to frame 'Buccaneer' copy on merchandise tags.

PROGRAM ADS... the element in the upper right corner can be used to frame a special program announcement.

GIVEAWAYS...the 'pirate's chest,' top center, can be used for printing numbered giveaways for a kid's "lucky number" contest or a treasure hunt store cooperation.

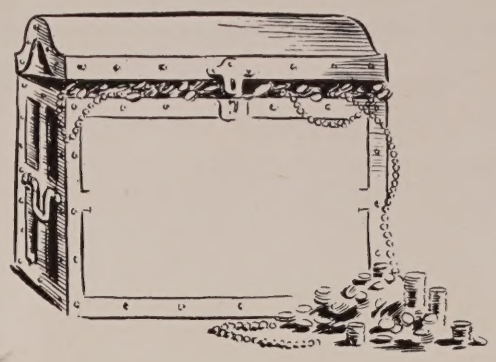
STORE ADVERTISING... the silhouetted 'Buccaneer' figures can be used to make up local store tieup ads.

ORDER COMPOSITE AS MAT 6A—.90

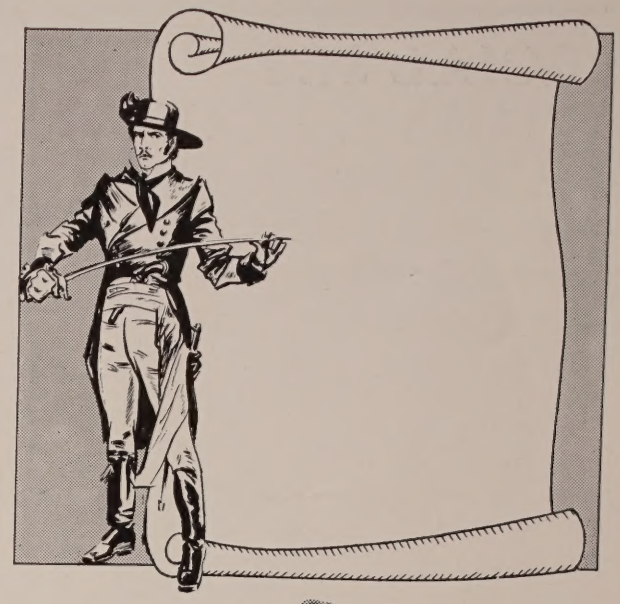
Cecil B. DeMille's

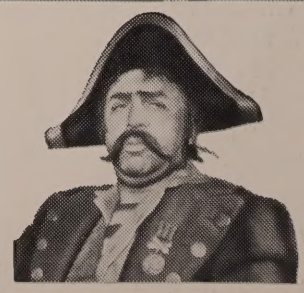
"THE BUCCANEER"

A Paramount Picture



A CECIL B. DE MILLE *Production*
FREDRIC MARCH
"THE BUCCANEER"
A PARAMOUNT PICTURE





SPECIAL SET OF THREE 2-COL. TEASER ADS...

"We'll hitch old glory to the pole"

One of the thrilling moments in CECIL B. DeMILLE'S great production, "THE BUCCANEER"
A Paramount Picture

THEATRE

"This deck...our country!"

One of the thrilling moments in CECIL B. DeMILLE'S great production, "THE BUCCANEER"
A Paramount Picture

THEATRE

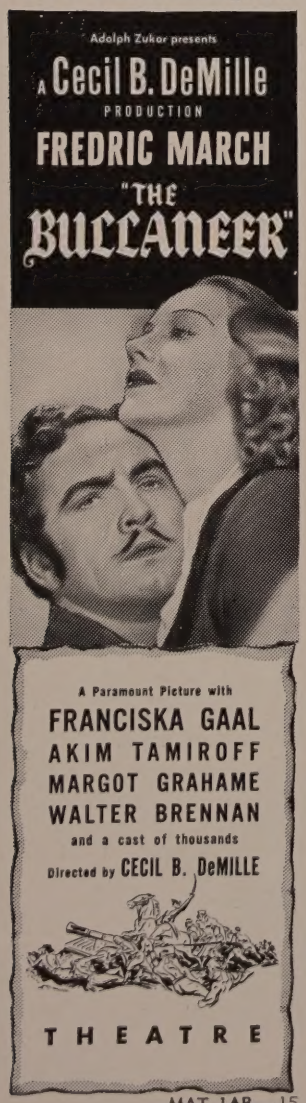
A lady walks the plank...

One of the thrilling moments in CECIL B. DeMILLE'S great production, "THE BUCCANEER"
A Paramount Picture

THEATRE

ALL CUTS AVAILABLE ON MAT 6AB—.90

Thrill to the life and loves of America's most amazing hero!



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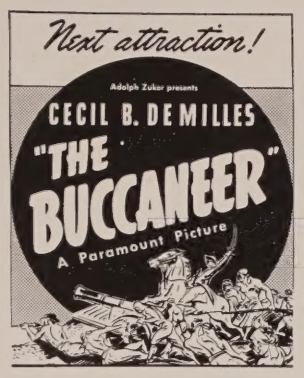
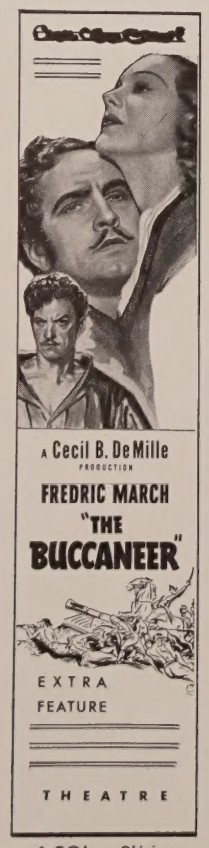


REVAMPS

Here are some of the new layouts you can make by combining elements of the Ad Mats and Composite Mat.

2 COL. x 7½ in.



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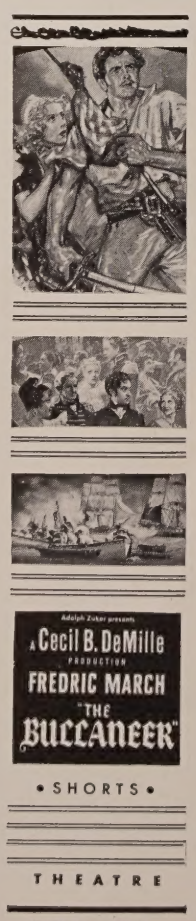


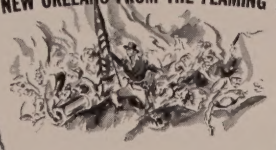
1 COL. x 10 in.

2 COL. x 11 in.

3 COL. x 11 in.

1

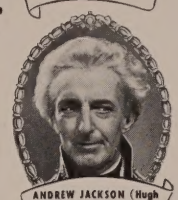
THEY FOUGHT TO SAVE NEW ORLEANS FROM THE FLAMING TORCHES OF THE ENEMY!



JEAN LAFITTE (Fredric March) Pirate who helped Jackson win at New Orleans.

GRETCHEN (Franciska Gaal) Dutch heroine of Battle of New Orleans.

DOMINIQUE (Akim Tamiroff) Jean Lafitte's cannoneer in the Battle of New Orleans.



ANDREW JACKSON (Hugh Sothern). Old Hickory, victor of the Battle of New Orleans.

Adolph Zukor presents

A Cecil B. DeMille PRODUCTION

FREDRIC MARCH "THE BUCCANEER"

with FRANCISKA GAAL
AKIM TAMIROFF
MARGOT GRAHAME
WALTER BRENNAN
Directed by Cecil B. DeMille
A Paramount Picture

SAENGER THEATRE

2

Heroine of Old New Orleans . . .

She was a little Dutch girl with blue eyes and flaxen hair, a Dresden doll of a person. But when Gentleman Jean Lafitte, the pirate king of Barataria, brought his cutthroat crew of buccaneers to join General Jackson's pitiful little army in the Battle of New Orleans, Gretchen marched with them. Yes, and while the guns of battle roared Gretchen worked with them, a gallant little powder-monkey, whose glorious courage helped these hoodlum-heroes save New Orleans from the torches of the enemy.

Beautiful Franciska Gaal plays the thrilling role of Gretchen in "THE BUCCANEER"

Adolph Zukor presents

A Cecil B. DeMille Production

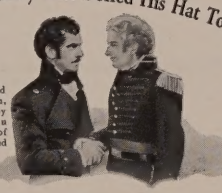
FREDRIC MARCH "THE BUCCANEER"

with FRANCISKA GAAL
AKIM TAMIROFF MARGOT GRAHAME
WALTER BRENNAN · Directed by Cecil B. DeMille
A Paramount Picture

SAENGER THEATRE

3

The Only Soldier Old Hickory Ever Doffed His Hat To..



Jean Lafitte, as played by Fredric March, Andrew Jackson, by Hugh Sothern, in Paramount's story of the pirate who saved the nation!

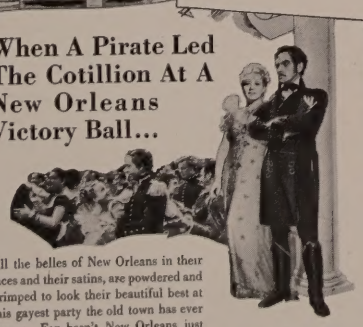
JEAN LAFITTE was the boldest pirate who ever scuttled a ship or carved a lad's ribs with his cutlass. Jean Lafitte had a price on his head, and a fancy one, too. But when New Orleans was in danger, when Andrew Jackson needed men to man the ramparts against the British attack, Jean Lafitte answered the call of this city he loved, and led his buccaneers on to victory . . one of the grandest victories in all American history

SAENGER THEATRE

Adolph Zukor presents
A Cecil B. DeMille PRODUCTION
FREDRIC MARCH "THE BUCCANEER"
with FRANCISKA GAAL
AKIM TAMIROFF
MARGOT GRAHAME
WALTER BRENNAN
Directed by Cecil B. DeMille
A Paramount Picture

4

When A Pirate Led The Cotillion At A New Orleans Victory Ball...



All the belles of New Orleans in their laces and their satins, are powdered and primped to look their beautiful best at this gayest party the old town has ever known. For hasn't New Orleans just been saved from the hands of the enemy by two heroes?... blue-eyed, mighty-nosed Old Hickory, General Jackson now, and soon to be a President of the Republic...and a thin-lipped, wasp-waisted, devil-may-care figure of a man...the greatest of them all...Jean Lafitte, pirate king of Barataria the leader of those buccaneer dogs whose cutlasses had swung and whose bullets had sung for the glory of the nation when British lines advanced... It's a great night for New Orleans . . a great moment for history . . . and Cecil B. DeMille brings it back to us in all its grandeur and its beauty in the picture New Orleans will take to its heart

Adolph Zukor presents

A Cecil B. DeMille Production

FREDRIC MARCH "THE BUCCANEER"

with FRANCISKA GAAL

AKIM TAMIROFF · MARGOT GRAHAME

Directed by Cecil B. DeMille

A Paramount Picture

SAENGER THEATRE

5

When the Skull and Cross-bones flew above Barataria's blue waters...

A couple of years ago, Cecil B. DeMille, big-game fishing in the waters of Barataria, thrilled to the story of Barataria's pirate king of yesteryear, Gentleman Jean Lafitte, the buccaneer who helped General Andrew Jackson win the Battle of New Orleans. Now New Orleans, city which Jean Lafitte loved with all the fervor of his reckless heart, can relive the most exciting times in our whole history . . . in this glorious Cecil B. DeMille adventure-romance of Jean Lafitte, the pirate who saved the nation.

Adolph Zukor presents

A Cecil B. DeMille Production

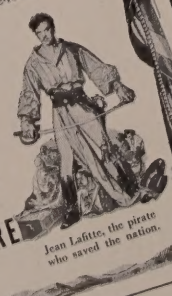
FREDRIC MARCH "THE BUCCANEER"

with FRANCISKA GAAL

AKIM TAMIROFF · MARGOT GRAHAME

WALTER BRENNAN · Directed by Cecil B. DeMille

A Paramount Picture



Jean Lafitte, the pirate who saved the nation.

SAENGER THEATRE

6

PARAMOUNT dedicates to the fair City of New Orleans Cecil B. DeMille's Flaming Story of New Orleans' Favorite Hero, Jean Lafitte . . .

THE PIRATE WHO SAVED THE NATION!

AGAIN THE SKULL AND CROSS-BONES flies from Jean Lafitte's fortress, as the pirate king of Barataria flaunts his daredevil courage in the face of a whole American fleet. Again Jean and his cut throat crew sail the blue waters of the Gulf to riddle merchant shipping, make the seas their own. Again the name of Jean Lafitte is on the lips of a wondering world and Presidents place a bounty on this daredevil, dead or alive . .Yes, and again the British threaten Andrew Jackson's tatterdemalion little army, and the fate of a nation hangs on the fate of New Orleans. Again Jean Lafitte, laughing at the threats against him, laughing at the very gallows-tree, tenders his services to Old Hickory, and side by side with that gallant soldier, leads his bold, brave buccaneers against the British... to win undying fame for himself, and the eternal love of the city his courage saved.

Adolph Zukor presents

A Cecil B. DeMille Production

FREDRIC MARCH "THE BUCCANEER"

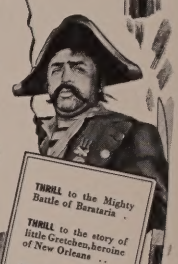
with FRANCISKA GAAL

AKIM TAMIROFF · MARGOT GRAHAME

WALTER BRENNAN

Directed by Cecil B. DeMille

A Paramount Picture



THRILL to the Mighty Battle of Barataria . .

THRILL to the story of little Gretchen, heroine of New Orleans . .

THRILL to the glorious Battle of New Orleans...

THRILL to the Grandest Picture Ever to Cross a New Orleans Screen...

SAENGER THEATRE

THE SAENGER THEATRE NEW ORLEANS, USED THESE ADS FOR ITS BIG PREMIERE!

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Publicity

Routine and Feature Material and Art for Newspapers, Programs and any other Printed Matter Designed to Plug "The Buccaneer"

DeMille Fulfills Lifelong Ambition in 'Buccaneer'

"It's as big as America itself!"

That's the way Cecil B. DeMille, the dean of director-producers, referred to his sweeping epic of America's struggle for survival during the dark days of the War of 1812, "The Buccaneer," now playing at the.....Theatre.

A genuine epic production must contain certain features which, taken togther, thoroughly distinguish it from any ordinary motion picture, in DeMille's opinion. It must be built around the triumph of some terrific idea or cause which has changed the course of history. This may be the first flowering of religion, which he so strikingly brought to life in "The Ten Commandments," or the onward march of Christianity during the Middle Ages, as seen in "The Crusades."

DeMille feels that he could have picked no more enthralling an idea than that of the United States, the infant experiment in democratic self-government, fighting for its life in a long war against a powerful enemy. "The Buccaneer" is built around the War of 1812, one of America's most exciting and crucial periods, and the amazing part played in it by Jean Lafitte, pirate king and merchant prince who terrified the Spanish Main during the early days of the nineteenth century.

Epic Requires "Leader"

Heroic and romantic characters must stand forth in an epic; they must be men and women of intense personality who have made history, DeMille says. Among the more famous of these in DeMille productions are Moses, Pilate, the Saladin, and Cleopatra. Although belonging to a more recent era, the leading characters of "The Buccaneer" have all these attributes, DeMille emphasizes, and, he says, to Americans they should be even more interesting, since they are the people who helped make the United States what it is today. As examples of this DeMille points out Dolly Madison, General Andrew Jackson, Governor Claiborne of Louisiana and Lafitte, whose part is played by Fredric March.

DeMille intended that "The Buccaneer" should top all his previous efforts. He chose a theme combining adventure, war, and romance. It is the story of a pirate chief in love with a belle of old New Orleans. In order to win her he must give up his notorious life and become a respectable citizen.

Authenticity a "Must"

DeMille spared nothing to make the historic settings authentic. The leading libraries of the country were combed for information about the period, and research men were sent all over the world in search of important data. Sets, unsurpassed for lavishness in screen history, were built from models personally supervised by DeMille. For the battle scenes a small navy was constructed, designed after that used by the United States in the War of 1812.

An epic is no more authentic than the characters in it. For the title role DeMille chose Fredric March when it was discovered what an amazing resemblance he bore to a portrait of Lafitte. Franciska Gaal, the glamorous importation from Budapest, plays opposite him as the beautiful Dutch girl. The colorful pirate, Dominique You, is played by Akim Tamiroff.

DeMille Epic Is Played by Brilliant Cast

One of the greatest casts ever brought together for a motion picture appears in Cecil B. DeMille's epic production of America's struggle for survival during the War of 1812, "The Buccaneer," opening.....at the .....Theatre.

March as "Lafitte"

Fredric March, the lead, portrays one of the most colorful and important, but least known, characters of American history, Jean Lafitte, the pirate king of the early nineteenth century who held the entire Caribbean in his grasp.

DeMille's glamorous importation from the stage and screen of Budapest, Franciska Gaal, makes her debut in American pictures as March's leading lady. She plays a Dutch girl, "Gretchen," whose wide-eyed charm and innocent loveliness turn Lefitte from an outlaw into the hero of New Orleans.

Akim Tamiroff Featured

The seasoned character actor who came to Hollywood from the Moscow Art Theatres and won worldwide fame as the general in "The General Died at Dawn," Akim Tamiroff, is seen as Lafitte's steadfast lieutenant, Dominique You, the one-time cannoneer of Napoleon, who has gone down in history as the leader of the futile attempt to rescue the Emperor from St. Helena.

Margot Grahame, the beautiful English star who scored in "The Informer," plays the tragic role of the New Orleans belle who loves Lafitte and whose sister is killed by his pirate crew. In addition to Walter Brennan and Ian Keith, the cast includes Hugh Sothern, a direct descendant of General Jackson, in the role of the hero of New Orleans.

Swashbuckling Lover

Mat 2PA—.30

Fredric March as Jean Lafitte, pirate king who saved America during its most critical days, and Franciska Gaal, who plays the role of an orphan girl who loved him, as they appear in "The Buccaneer," Cecil B. DeMille's epic motion picture film which opens..... at the.....Theatre.

Fredric March Plays Noted Buccaneer Role

Character roles are second nature to Fredric March who plays the part of Jean Lafitte, the notorious pirate of the early nineteenth, in "The Buccaneer," opening.....at the.....Theatre.

During his screen career March has been seen as some of the most famous literary and historical figures of all time, the chief of them being Cellini, Dr. Jekyll and Mr. Hyde, Robert Browning, James Bothwell of Scotland, Jean Valjean, and Anthony Adverse.

In the new Cecil B. DeMille epic of the War of 1812 he is seen as the swashbuckling king of the pirates whose loyalty to the United States helps win the Battle of New Orleans. He is assisted by the exotic Hungarian star, Franciska Gaal, Akim Tamiroff, Margot Grahame, Walter Brennan and Ian Keith.

Silver Treasures Adorn Den of "Barataria" Pirate

A collection of rare old silver, worth $50,000 and worthy of a place in any museum, is seen in "The Buccaneer," opening..... at the.....Theatre. In this Cecil B. DeMille epic of America's struggle during the crucial days of the War of 1812 the silver relics are seen in, of all places, the home of Louisiana's famous pirate king, Lafitte, played by Fredric March.

Here in his elaborate hideout on the Gulf of Mexico, March makes the great decision that turns him from an outlaw into the man who helps General Jackson win the War of 1812 in the historic Battle of New Orleans. He is supported by Franciska Gaal, the glamorous importation from Budapest, Akim Tamiroff, Margot Grahame, Walter Brennan, Ian Keith, and a score of other noted players.

De Mille Bases Drama On Famed Pirate King

A crucial but little-known chapter of American history is brought to life by Cecil B. DeMille in "The Buccaneer," opening .....at the.....Theatre. It is the story of a famous pirate king who was so notorious that the government put a price on his head, but who became one of the nation's outstanding heroes when he came to America's rescue in her darkest hour and helped Jackson turn the British away from the gates of New Orleans.

Fredric March is seen in the role of the pirate chief, Jean Lafitte, one of the most colorful characters who ever walked across the pages of American history. Lafitte was born in Bordeaux, France, at some unknown date before the French Revolution. His birthday has never been established, although the late Huey Long of Louisiana declared one for him and made it a state holiday.

After serving for a time in Napoleon's armies, Lafitte moved to the New World to try his fortune. Gathering about him a band of ferocious outlaws from every corner of the world, he set up a pirate kingdom on the shores of the Gulf of Mexico not far from the thriving city of New Orleans. From his port of "Barataria" he carried on piracy in a gentlemanly manner, preying mostly upon Spanish vessels and establishing a set rule that American ships go unmolested at all times.

Although the customs officials of the United States, irked by the superior bargains he offered New Orleans shoppers, put a price on his head, Lafitte, as can be so clearly seen in "The Buccaneer," always maintained a deep affection for this, his adopted country.

In the closing year of the War of 1812, the prospects of the United States in its struggle with England looked black as pitch. Washington was burned, Napoleon defeated, New England about to withdraw from the Union. Although the British made Lafitte an attractive offer for his services, the pirate, obeying his loyalties, went to General Jackson and placed himself and his resources at the disposal of the American army. He helped Jackson win the great Battle of New Orleans, and thus remove forever the spectre of a British capture of the American West.

DeMille Marks Jubilee With Spectacle of 1812

This year is the silver anniversary of Cecil B. DeMille's career in the movies, and he is celebrating it by producing his first great epic with an American background, "The Buccaneer," opening .....at the.....Theatre.

"The Buccaneer" is the sixty-fourth feature-length film of DeMille who has won fame throughout the movie-going world with his "Ten Commandments," "King of Kings," and "The Crusaders." This most recent production stars Fredric March as Jean Lafitte, the pirate king of the early nineteenth century, in a thrilling story of America's crucial struggle for existence against England during the War of 1812.

DeMille's glamorous importation from Budapest, Franciska Gaal, is seen opposite March, while others in the cast are Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Kin Plays Jackson's Part

In Cecil B. DeMille's epic of the War of 1812, "The Buccaneer," opening.....at the..... Theatre, Hugh Sothern plays the part of General Andy Jackson, of whom he is a direct descendant.

European Fans Celebrate Gaal's American Success

Continental Europe is so delighted with the fame won in Hollywood by Franciska Gaal, who plays opposite Fredric March in "The Buccaneer," opening..... at the.....Theatre, that postcards and toys bearing her picture have been appearing from Budapest to Monte Carlo. Miss Gaal, Cecil B. DeMille's glamorous importation from the Hungarian stage and screen, has never been seen before in America.

Others in this epic production of the struggle between the United States and England in the War of 1812 are Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

English Star in "Buccaneer"

Margot Grahame, the beautiful English actress, was selected by Cecil B. DeMille from a dozen competing stars for the role of Annette de Remy, the New Orleans society belle, in 'The Buccaneer," opening.....at the..... Theatre. It is her tragic romance with the notorious pirate king Jean Lafitte, played by Fredric March, which provides the background for the film.

Production features for run-of-paper

Assistant Producer Tells How DeMille Assembled Talent for "Buccaneer"

In a community where prestige is often gauged by the number of times you get your name in the paper, the most unglorified of the Hollywood hierarchy is the associate producer.

Trouble-shooter, buffer, efficiency expert, custodian of the budget, master of the exchequer, purchasing agent, overseer of all departments, story and casting authority, the associate producer carries the burden of detail on any large production, yet remains Hollywood's forgotten man.

Millions see his name on the screen, but to the general public his function remains a mystery. He is aspirin in many forms to the producer's multiple headaches but he gets little credit. What, exactly, does an associate producer do?

For answer we turned to William H. Pine, Cecil B. DeMille's associate producer on "The Buccaneer," which opens.....at the .....Theatre, with Fredric March and Franciska Gaal. A former New York and Chicago newspaper and advertising man, Pine was head of Paramount's West Coast advertising and publicity departments when DeMille took him over as assistant. For the past two-and-a-half years, Pine has been DeMille's "right hand."

"The Lowdown"

"I'll tell you exactly where I come into the picture," he says. "Mr. DeMille gets hundreds of letters a week, from both his screen and his radio public. They are sorted by secretaries, and those requiring special attention come to me, if Mr. DeMille is too busy to attend to them.

"When Mr. DeMille starts to do a picture, my duties double. For example, when he decided to start "The Buccaneer" early last year, I had to help get the research machinery going, had to pitch in and do some of the research myself. In February, we went to New Orleans to spend three weeks doing research in the Louisiana State Museum, New Orleans' French quarter, and the bayou haunts of Jean Lafitte. I had to line up camera shots for which I knew I would be responsible when the camera crew came down later.

"After coming back from New Orleans, I sat in on daily story conferences with Mr. DeMille and the writers, making suggestions, contributing whatever ideas I could, and doing a little of the actual writing here and there. This in addition to keeping up with my duties in the business end of the organization.

On Location

"In July, with Arthur Rosson as location director, I took a crew of two hundred down to Louisiana, to shoot background material for the picture. We were there for almost two months, plagued by chiggers and mosquitoes, never working for two minutes on dry land after the first day. I hired hundreds of the natives to portray the roles of their pirate ancestors in bayou sequences—especially a sort of 'Paul Revere' sequence, in which a swift moving boatman rounds up all the pirates in the bayous to fight for America. I checked with Mr. DeMille daily by telephone, carrying out his orders in our isolated delta.

Million Dollar Film

"The picture cost more than a million dollars and is one of the most elaborate that Mr. DeMille has ever made. We took eighteen barge-loads of equipment and seven hundred people over to Catalina to film the siege of Barataria, in which square-rigged warships descend upon a pirate stronghold and wipe it out. When Mr. DeMille returned to the studio to work with principals, I was left in charge. Much of the burning and destruction of the seven-acre settlement, Mr. DeMille left up to Arthur Rosson and me to get.

"The same is true of the battle of New Orleans, which we filmed at Baldwin Oaks. Mr. DeMille himself directed the major scenes with Fredric March and Franciska Gaal, then left other scenes of lively action and warfare for Rosson and me to shoot. And maybe you think it's a pleasant experience to come back to DeMille with a couple of cans of film, not knowing whether he is going to give you a backslap for a great job of work—or call for his lawyers to break your contract.

"It's a highly complicated job which doesn't end when the picture is released, because we're always starting another picture right afterward—our next is the 'Hudson's Bay Company.' But it's the best kind of training under the most enlightening taskmaster in the world. And, like every other associate producer, I hope that the next step will be up."

Victorious Officers Revel While Washington Burns

One of the most bizarre and heart-breaking scenes in all American history, the burning of Washington in 1814, forms the opening sequence of "The Buccaneer," Cecil B. DeMille's epic of the War of 1812, starring Fredric March which opens.....at the .....Theatre. As Washington goes up in smoke the conquering officers sit down clamly in the White House and eat the Presidential dinner hastily abandoned by Dolly Madison. The redoubtable Dolly is played by well-known Spring Byington.

Extra Cotton Proves Boon To New Orleans Defense

Paging Secretary Wallace!

A way to get rid of surplus cotton without plowing it under or sticking it in ever-normal storehouses has been found in "The Buccaneer," now at the..... Theatre. Here hundreds of bales of cotton lying on the docks are used for barricades by the pirate crew under Fredric March which helps General Jackson defeat the British at the Battle of New Orleans in the War of 1812.

When the smoke of battle clears away it becomes clear that two great feats have been accomplished. The British have been defeated and there isn't any more cotton. Supporting March in his role of Lafitte, the pirate king who goes straight, is glamorous Franciska Gaal, the star from Budapest.

Beulah Bondi in Film

Beulah Bondi, veteran of character roles, plays the part of a wealthy old New Orleans lady in "The Buccaneer," which opens .....at the.....Theatre. Fredric March, seen as Lafitte the pirate king of Louisiana, has the lead in this Cecil B. DeMille epic of America's history during her darkest hours.

In American Debut

Mat 2PB—.30

Lovely Franciska Gaal, star of the Hungarian stage and screen, makes her debut on the American screen in Cecil B. DeMille's epic "The Buccaneer," which opens.....at the.....Theatre. The story deals with the amazing Jean Lafitte, pirate king and merchant prince, who helped defend New Orleans in the War of 1812. The role of Lafitte is played by Fredric March.

DeMille's Barataria Trip Makes "Buccaneer" Real

Home for Cecil B. DeMille is where he hangs his megaphone!

For "The Buccaneer," his epic production of America's struggle for survival during the War of 1812, opening.....at the..... Theatre, he undertook the gigantic task of moving his scene of operations to the island of Barataria in the Gulf of Mexico near New Orleans. A year ago during the filming of "The Plainsman" a similar expedition was made into the wilds of Montana. But DeMille doesn't mind at all the extra work and expense. It makes for greater realism, he says, and that is the one thing he desires most in his productions.

"The Buccaneer," his most spectacular epic with an American background, stars Fredric March as Lafitte, the Louisiana pirate chief who helped General Andy Jackson beat the British at the Battle of New Orleans. Franciska Gaal, the glamorous Hungarian star, Akim Tamiroff, Margot Grahame, Walter Brennan, Ian Keith, and a score of others.

Scion of British Nobility Seen in "The Buccaneer"

Out of the pages of Burke's Peerage stepped Michael Brooke, the handsome young Earl of Warwick, to play a role in Cecil B. DeMille's epic of America's struggle against England during the War of 1812, "The Buccaneer." Brooke appears, appropriately, as a British naval officer in this picture which stars Fredric March and opens.....at the..... Theatre.

Epic

Over one thousand actors, headed by Fredric March, Franciska Gaal and Akim Tamiroff, six hundred technicians, five hundred rifles and a large assortment of cannon, three sailing vessels and two hundred canoes, piroques and rowboats, were used in the filming of "The Buccaneer," the Cecil B. DeMille story of Jean Lafitte, pirate king, and the part he played in helping to win the War of 1812, which opens.....at the..... Theatre.

Most of the filming was done in the bayou country south of New Orleans where Lafitte and his men lived unmolested for more than ten years before the battle. The film marks the American screen debut of Miss Gaal, lovely Hungarian star of stage and screen.

Creoles Celebrate Battle At New Orleans Fiesta

A social affair, unsurpassed in brilliance and historical importance for Americans, forms the climax of "The Buccaneer," opening.....at the.....Theatre. It is the "Jackson and Victory Ball" which celebrated the victory of the Americans over the British in the Battle of New Orleans. Jean Lafitte, the pirate king responsible for the victory, is played by Fredric March, who stars in this Cecil B. DeMille epic of the War of 1812.

March Studied Famed Pirate's Career for Film

It was a pirate—an outcast and an outlaw with a price upon his head who rendered America one of its greatest services during the War of 1812!

The man was Jean Lafitte, whose romance is told in the Cecil B. DeMille epic, "The Buccaneer," which opens..... at the.....Theatre. The amazing career of this man is brought back to the screen by Fredric March, Franciska Gaal, Akim Tamiroff and thousands of others.

According to March, who has made a study of Lafitte's career, the history of America would have been an entirely different affair if General Jackson had not succeded at the Battle of New Orleans in 1814, and he would not have succeeded without the aid of Lafitte and his band of freebooters.

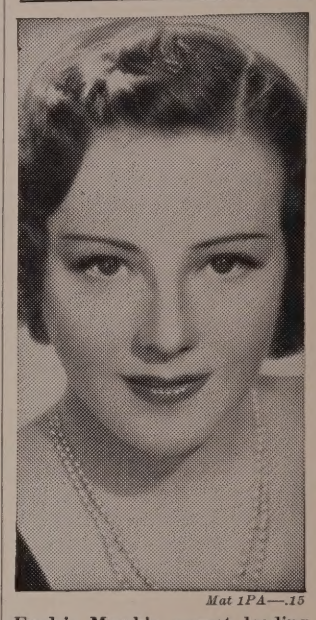
"Who was the early American statesman who said, 'That nation which possesses the island of New Orleans is the natural enemy of the United States,'" asks March. "Whoever he was, he knew what he was talking about."

The British weren't interested in merely capturing the city at the mouth of the Mississippi, March believes. "That was to be a preliminary," he emphasizes. "What they really wanted was the Mississippi Valley which is to the United States what a backbone is to a human being. When Napoleon sold Louisiana to the United States in 1803, the British were furious at the bargain Jefferson had made. They determined to bide their time and wait until they could detach the American West from the Atlantic states. If Jackson, with Lafitte's much-needed help, had not succeeded in winning the Battle of New Orleans, they probably would have succeeded in this plan."

Lafitte, according to March, often escapes notice by historians because of his unsavory career before he came to Jackson's rescue. But the star pleads for leniency toward the memory of the pirate king who turned out to be a national hero.

"After all," says March, "it should be remembered that even when he was a pirate Lafitte made a point of never harming American shipping. He was only out for Spain. Maybe he was doing us a favor. Besides, it's what Lafitte did at New Orleans in 1814, not what he did on the high seas before that, that matters to us."

New Star



Mat 1PA—.15

Fredric March's newest leading lady is glamorous Franciska Gaal who appears with him in Cecil B. DeMille's production of "The Buccaneer," opening.....at the.....Theatre.

DeMille, Down in Depths, Seeks Sunken Shipping

Down went DeMille to the bottom of the sea!

Davey Jones' locker became an open secret to Cecil B. DeMille, who, during the filming of "The Buccaneer" put on his diving suit and walked around on the floor of the Gulf of Mexico in search of sunken pirate ships.

This new DeMille epic, opening .....at the.....Theatre, stars Fredric March in the role of Lafitte, the nineteenth century pirate who helped Andy Jackson win the Battle of New Orleans and end the War of 1812. DeMille, who has long been a diving enthusiast, hoped to raise some old hulks from the Gulf in order to learn more about the ships of the period.

As king of the Louisiana pirates, March is supported by an all-star cast which includes Franciska Gaal, Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Louisiana Museum Gets Model of Pirate's Home

The toy-sized model of "Barataria," the stronghold of Jean Lafitte, the pirate chief, which Cecil B. DeMille used to reconstruct the larger scenes for "The Buccaneer," opening.....at the..... Theatre, will be placed in the Louisiana State Museum, now that the film has been completed.

Fredric March, playing the part of the master of "Barataria," is a pirate king who turns from a life of freebooting to help Jackson defeat the British in the Battle of New Orleans in the DeMille epic of America's trials and tribulations during the trying days of the War of 1812. Franciska Gaal, Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith are also in the cast.

Famed Western Painter Gives "Buccaneer" Color

No less an artist than Daniel Sayre Groesbeck was called upon by Cecil B. DeMille to make the preliminary drawings for his latest epic production, "The Buccaneer," which opens.....at the..... Theatre. Following a habit he formed in the days of his Biblical productions, DeMille hired Groesbeck, one of the West's most stimulating artists, to do fifty paintings of the characters and settings which he later used as an inspiration in the filming of the picture.

Groesbeck had one of the most picturesque themes of his career to work with, since "The Buccaneer" stars Fredric March as Jean Lafitte, the Louisiana pirate king of the early nineteenth century, in a story of America's thrilling struggle against England in the War of 1812.

Also in the cast are Franciska Gaal, the exotic importation from the stage and screen of Budapest, Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Million Dollars Expended To Produce "Buccaneer"

Cecil B. DeMille, world-famous for the lavishness of his productions, did not skimp on his epic of America's struggle with England during the War of 1812. For this picture, which opens..... at the.....Theatre, with Fredric March and Franciska Gaal in the leading roles, he assembled a cast of unprecedented size, sent out expeditions to locations as far apart as Louisiana and Catalina Island, and finally spent over a million dollars on the production.

Movie Page "background" features, art

DeMille Calls "Buccaneer" His Greatest Film Triumph

"It's the greatest thrill of my life!"

That's the way Cecil B. DeMille refers to his latest giant production, "The Buccaneer," a sweeping epic of America's struggle for survival in the dark days of the War of 1812, which opens.....at the.....Theatre.

"The Buccaneer" is the second picture with an American theme produced and directed by the man who won the applause of the whole world with his "Ten Commandments" and "Crusades," and is now celebrating his twenty-fifth anniversary in the motion pictures.

DeMille who has always had a deep interest in history, whether it be that of Biblical times, the Roman era, the Middle Ages or the American frontier scenes, feels that the early years of the United States form a background unsurpassed in drama, heroism, and romance.

Epic of America

"Picture a baby republic of a few million souls straggling along the Atlantic seaboard," he says, with a sweeping gesture to the map hanging above his desk, "pouring across three thousand miles of the most favored land the world has ever seen. Think of that frail nation fighting the elements across endless plains and almost impassable mountain ranges, beset on every hand by cruel and merciless savages and powerful nations jealous of its staggering success. Watch those thirteen struggling colonies turn into a nation of forty-eight prosperous states, with over a hundred million happy people living busy and useful lives. I defy anybody to find an historical drama even to equal that, let alone surpass it."

Film an Amibtion

When asked how long he had the idea of a great American epic before producing "The Buccaneer," DeMille said that that goes back further than he can remember. He said he dreamed of a story like it ever since he was a boy back in New Jersey. Every schoolboy knows bold pirates raiding ships across the face of the seven seas, DeMille pointed out, and thinks about wars and the heroes who made his country what it is today.

Although he had the idea of a picture glorifying the greatest days of American history always in the back of his head, DeMille waited for many years until he found just the setting and story he wanted for his greatest work.

When he read the story of the amazing Jean Lafitte, pirate king and merchant prince, and his pirate crew who helped Jackson win the crucial Battle of New Orleans, he decided he had just what he wanted, "From that moment on I pictured Fredric March as the dauntless freebooter who came to the aid of the United States when it was about to be snuffed out by superior forces."

Famous Roles

Because of his unsurpassed performances in character parts, such as Dr. Jekyll, Robert Browning, and Cellini, as well as his astounding resemblance to recently-uncovered drawings of Lafitte, DeMille cast March in the title role. To play the beautiful Dutch girl who leads the pirate king away from his life of freebootery and makes a national hero out of him, Franciska Gaal, the toast of Budapest, was chosen. Akim Tamiroff, the Russian star, plays the part of Dominique You, Lafitte's swashbuckling lieutenant, who has gone down in history as the leader of the daring but futile attempt to rescue Napoleon from his exile on St. Helena. Others in this cast of thousands are Margot Grahame, Walter Brennan, and Ian Keith.

Pirate King

Mat 2PC—.30

Fredric March plays the role of Jean Lafitte, pirate king of the nineteenth century, in the Cecil B. DeMille epic "The Buccaneer," which opens.....at the.....Theatre with a cast of over one thousand.

Special Music Is Written for "Buccaneer"

Some of the finest background music ever prepared for a motion picture has been written by George Antheil, noted symphony composer, for the Cecil B. DeMille epic "The Buccaneer," which opens.....at the.....Theatre.

There are six scores, entitled "The Battle of New Orleans," "Symphony of the Swamp," "Battle of Barataria," "Pirate Song," "The Burning of Washington," and "March of the Scottish Highlanders," all of which reflect to the action of the picture, and which is played by a symphony concert orchestra of thirty-eight pieces. There is also a violin solo of Handel's "Largo."

The epic sweep of the picture, which retells the amazing part played in the defense of New Orleans in the War of 1812 by Jean Lafitte, pirate king, necessitated the writing of the music in heroic style. The role of Lafitte is played by Fredric March and he is supported by a cast of over one thousand, headed by Franciska Gaal, lovely Hungarian actress who makes her American debut in this film, Akim Tamiroff and Margot Grahame.

"The Buccaneer" was written by Jeanie Macpherson from the recent biography by Lyle Saxon, "Lafitte the Pirate." The music was written under the supervision of Boris Morros.

De Mille Tours Bayou Country For New Film

To make his setting and atmosphere authentic down to the last detail, Cecil B. DeMille traveled over most of Louisiana before he started to produce his latest historical epic, "The Buccaneer," opening.....at the..... Theatre.

The story, in which Fredric March plays the part of Jean Lafitte, famous pirate king who helped Jackson beat the British in the Battle of New Orleans in 1814, called for considerable knowledge of the locale, and nothing would satisfy DeMille but a thorough-going tour of inspection.

While in Louisiana he conferred at great length with Governor Leche of that state, the Mayor of New Orleans, and the leading historians of the vicinity. He even traveled two hundred and fifty miles through the moss-covered Louisiana bayous, in which Lafitte and his pirate crew hid from the authorities way back at the beginning of the nineteenth century.

To support March in his role as the dashing pirate chief DeMille cast Franciska Gaal, Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Creole Town Scintillates In New DeMille Picture

America's most picturesque city, New Orleans, during its most colorful period, the years just after it had been purchased by the United States from France, is the setting for Cecil B. DeMille's greatest epic based upon an American theme, "The Buccaneer," which opens.....at the.....Theatre.

It is a New Orleans that has almost vanished in the bustling commercialism of our times. It is a city where Jean Lafitte, the pirate king, whose part Fredric March plays in the film, can sell his contraband openly in defiance of the customs authorities and get away with it. The names of the leading families, the Carondelets, the Villerés, the Marignys, attest to the fact that even under the Stars and Stripes New Orleans is a French city still.

At the city's most crucial moment, when it is about to be attacked by the British during the War of 1812, March, the pirate chief, offers his aid to General Jackson, and together they win the great Battle of New Orleans. March now enters as a hero the city where he has previously been a pirate-merchant.

"....It Is a Glorious Thing...."

Mat 3PA—.45

...to be a Pirate King," sings Akim Tamiroff to lovely Franciska Gaal in the Cecil B. DeMille epic "The Buccaneer," the story of Jean Lafitte, famous pirate king of the nineteenth century, which opens.....at the.....Theatre. The role of Lafitte is played by Fredric March, supported by a cast of over a thousand.

Akim Tamiroff Plays Role of Noted Pirate

Akim Tamiroff, Russian character actor who soared to international fame by his portrayal of the general in "The General Died at Dawn," plays the greatest dramatic role of his career in "The Buccaneer," the Cecil B. DeMille epic which opens.....at the.....Theatre.

Tamiroff plays the role of Dominique You, one of the most amazing characters who ever lived. Dominique, who was a cannoneer under Napoleon, and who was personally decorated for valor by the Little Corporal, turned pirate after the Napoleonic Wars, becoming second-in-command to the equally astonishing Jean Lafitte, pirate king, merchant prince and dreamer of empire. The role of Lafitte is played by Fredric March.

The action of "The Buccaneer" is built mainly around the part both Lafitte and Dominique played in assisting General Andrew Jackson in the defense of New Orleans during the War of 1812. Dominique later became famous for the fantastic plot he conceived and almost carried out, of kidnapping Napoleon from St. Helena and bringing him to New Orleans.

Others in the cast are Franciska Gaal, Margot Grahame, and over one thousand other feature, supporting and bit players.

Bayou Epic

One of America's least known and most picturesque regions, the bayou country of Louisiana, forms the background of Cecil B. DeMille's epic, "The Buccaneer," starring Fredric March, which opens..... at the.....Theatre. Along these mysterious, moss-hung canals lived Jean Lafitte the pirate king whom March portrays in the picture, and his pirate crew, and from here they went out to harry commerce on the seven seas. To make the background of this picture of the War of 1812 accurate, DeMille took a huge crew of actors and technicians numbering more than a thousand to the bayous for the more important shots.

Cocktails First Appeared In Old New Orleans Bar

During the filming of "The Buccaneer," opening.....at the .....Theatre, Cecil B. DeMille, the producer, learned to his amazement that the most American of all drinks, the cocktail, was invented in gay New Orleans in the days before Louisiana became a part of the American union.

In old New Orleans, scene of "The Buccaneer," in which Fredric March plays the role of Lafitte, the notorious pirate chief, a chemist named Pechaud found that he could make a most successful beverage by mixing a secret formula for bitters with brandy. He mixed and served the concoction in double-ended egg cups which were called "coquetiers." As the drink became popular, the name of the cup was applied to it and corrupted to "cocktail," which has stuck since that time. And how!

Story of Last Buccaneer Is Told in Film

The word "Buccaneer" didn't come from "bringing home the bacon" but it almost did!

The word comes from "boucanier," a name given in the early seventeenth century to a colony of freebooters, escaped criminals, ne'er-do-wells and thieves who settled in the West Indies when they were driven from other places, and made a living by selling "boucan," a smoked ham, to seamen who happened to pass their island.

It wasn't long before the "boucaniers" were chased off the island by the Spanish and they put to sea as pirates, preying upon vessels from all nations, all over the world. They later made their headquarters in Madagascar and, in time, the word "boucanier" became "Buccaneer."

The last of the buccaneers was the amazing Jean Lafitte, who made his headquarters in Barataria, not far from New Orleans, in 1806. Strange as it may seem, Lafitte and his men were largely responsible for the defeat of the British at New Orleans in 1814 when they assisted General Jackson in that battle.

It is this event, and the romance of Lafitte, which inspired the Cecil B. DeMille epic, "The Buccaneer," which opens..... at the.....Theatre, with Fredric March in the title role supported by Franciska Gaal, Akim Tamiroff, Margot Grahame and a cast of over a thousand others.

Movie Page "player features," art

Franciska Gaal Latest Cecil B. De Mille Find Appears in "Buccaneer"

The motion picture producer and director who never misses when it comes to finding star material, presents a girl who is almost unknown in America in the biggest picture of his career!

The director is Cecil B. DeMille, "starmaker," the girl is lovely Franciska Gaal, and the picture is "The Buccaneer," a powerful drama of the most crucial days in American history built around the amazing career of Jean Lafitte, pirate king, which opens.....at the.....Theatre.

While Miss Gaal may still be unknown to America, she has an enviable reputation in Europe where she has appeared in some of the biggest stage and screen successes. But it was not Miss Gaal's experience as an actress which attracted the "starmaker's" attention, although she has plenty of it. It was the girl's naive charm which convinced him she was star material in the making and that's why he brought her to America.

In Good Company

And in what august company Miss Gaal finds herself in "The Buccaneer!" First, she appears opposite the great Fredric March, Academy Award winner and one of America's most famous actors of historic roles. March plays the role of Lafitte the pirate king, who befriends Miss Gaal, an orphan whom he fishes out of the sea. Then there is Akim Tamiroff, veteran of the Moscow Art Theatre, performer under the celebrated Balieff, and the man who won world-wide acclaim for his portrayals as in "The General Died at Dawn," "King of Gamblers" and "The Great Gambini."

Tamiroff plays the role of the amazing Dominique You, renegade and Lafitte's second-in-command. It was this Dominque You who won a name in history for himself by receiving a medal directly from the hands of Napoleon, in whose army he fought as a cannoneer, and who later conceived and almost succeeded in the fantastic scheme to kidnap Napoleon from St. Helena and bring him to New Orleans.

Cast Is Impressive

There are also such impressive names as Margot Grahame, Walter Brennan, Ian Keith, Anthony Quinn, Douglass Dumbrille, Beulah Bondi, Robert Barrat, Fred Kohler, Sr., Hugh Sothern, and many others, all fairly well known to America.

Miss Gaal was born in Budapest, the youngest of the thirteen children of an artistocratic family. She was expected to lead the sheltered life of her class but she rebelled in early life and went to the stage. She was thrown out of studios and theatres dozens of times and heard experts swear that she had no talent for acting. But she persevered and forced the world to recognize her. Fame came to her in due course—such fame that she attracted the attention of DeMille, more than six thousand miles away.

Miss Gaal is a diminutive type, only five feet three inches in height. She is a blonde and has sparkling eyes. She presents quite a contrast to the dark and stalwart March as the doughty pirate king in "The Buccaneer."

Buccaneer's Prize

Mat 2PD—.30

Franciska Gaal, noted European beauty and actress, makes her screen debut opposite Fredric March in the Cecil B. DeMille epic, "The Buccaneer," opening.....at the.....Theatre. In the scene above, Fred Kohler, Sr., a pirate, is trying to convince her that finder's keepers.

Fredric March, the Screen's Outstanding Re-enactor of History's Roistering Rogues, Repeats in Cecil B. DeMille's "The Buccaneer"

Below, Fredric March as Hepburn, Earl of Bothwell in "Mary Queen of Scots."

Below, March as "Cellini" in "The Affairs of Cellini." The girl is Fay Wray.

Above, Fredric March as he looks without his make-up and off the screen.

Above, March as the poet Robert Browning, with Norma Shearer in "The Barretts of Wimpole Street."

Mat 4PA—.60

To the left and directly above are "visuals" drawn of Jean Lafitte, pirate king, by Dan Sayre Groesbeck from old prints of the famous buccaneer, for Cecil B. DeMille and, right, March as he appears in DeMille's "The Buccaneer," as Lafitte.

Creates Role of Jean Lafitte, Pirate Who Saved the Nation

One of the screen's outstanding portrayers of characters from history undertakes the biggest role of his career in the Cecil B. DeMille epic "The Buccaneeer," which opens.....at the..... Theatre.

The actor is Fredric March and the person whom he plays in this dramatic story of America during its most crucial days, is the amazing Jean Lafitte, pirate king, merchant prince and dreamer of empire who, among other things, is perhaps as much responsible for the defeat of the British at New Orleans in 1814 as was General Andrew Jackson.

March won his widest acclaim for his portrayal of the famous poet Robert Browning in the great screen romance built around the poet's love, "The Barretts of Wimpole Street." Appearing opposite him in that picture was Norma Shearer as Elizabeth Browning.

March also scored in "The Affairs of Cellini," in which he appeared opposite Fay Wray, as the famous sculptor and goldsmith of the sixteenth centruy, Benvenuto Cellini. He also enacted the roles of Hepburn, Earl of Bothwell, opposite Katherine Hepburn in "Mary, Queen of Scots."

It is not only because of his talent for bringing back to the screen the lives of great men that March was chosen for the important role of Lafitte in "The Buccaneer." With his usual strict adherence to fact, DeMille had commissioned Dan Sayre Groesbeck, famed muralist and artist, to make up a series of sketches of Lafitte and his men. Groesbeck spent several months in research and succeeded in digging up a number of old prints showing Lafitte. From these he drew "visuals," and presented them to DeMille who immediately saw the strong resemblance between the famous pirate and March. The actor permitted his moustache and hair to grow, he acquired a French accent, and Jean Lafitte he became!

Another startling "recreation" was performed in a similar manner with Akim Tamiroff, famed Russian actor who scored in "The General Died at Dawn." Groesbeck's "visuals" of Dominique You, Lafitte's second-in-command, and a former cannoneer for the great Napoleon, fitted the portly Tamiroff to a T. Some skilled make-up made the resemblance perfect.

Appearing opposite March in "The Buccaneer" is charming Franciska Gaal, the little Hungarian stage and screen star whom DeMille brought over expressly to play the role of Gretchen in "The Buccaneer." The cast also includes Margot Grahame, Walter Brennan, Ian Keith, Anthony Quinn, Douglass Dumbrille, Beulah Bondi and over a thousand supporting and bit players.

Georgia Peach Charms DeMille Into Film Offer

Evelyn Keyes, who plays an important role in "The Buccaneer," opening.....at the..... Theatre, landed a contract with Cecil B. DeMille, the producer of this historical epic, "because she acted like a lady."

Although she has never before acted on any stage or screen, this native of Atlanta, Georgia, so charmed DeMille with her refined personality and exquisite voice that he signed her under personal contract, his first in ten years. He then gave her a part in "The Buccaneer," which stars Fredric March in a story of America's heartbreaking struggle for survival during the dark days of the War of 1812.

Another newcomer, at least to the American screen, is Franciska Gaal, the exotic Hungarian star, who appears opposite March. Also in the cast are Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Queen of Scots Claimed By Keith as Ancestress

Cecil B. DeMille's epic of piracy, war, and romance during the War of 1812, "The Buccaneer," opening.....at the.....Theatre, brings together Fredric March who played Mary of Scotland's lover in the film of that name, and Ian Keith, who is a direct descendant of that ill-fated Scottish Queen.

March is seen as Jean Lafitte, the famous pirate king, who helps General Andrew Jackson win the War of 1812 only to lose the New Orleans society girl with whom he is in love. Keith is the traitorous senator who tries to sell his country out to the British, until he is stopped in his tracks by the swashbuckling March.

Franciska Gaal, DeMille's glamorous importation from Budapest, makes her American debut in "The Buccaneer," and others in the cast are Akim Tamiroff, Margot Grahame, and Walter Brennan.

Actors Play in Swamps With Aid of Inoculations

It was a busy day for Hollywood doctors when the cast of "The Buccaneer" left for location in the swamplands of Louisiana, since every one of them had to be inoculated against swamp fevers. Cecil B. DeMille, producer of this epic of America's struggle during the War of 1812, which opens .....at the.....Theatre, insisted upon the trip to the swamplands so that the picture would be as realistic as he could make it.

Fredric March plays the part of Jean Lafitte, the Louisiana pirate king who comes to the aid of the infant United States and helps General Jackson win the Battle of New Orleans. Others in the cast are Franciska Gaal, the glamorous Hungarian importation, Akim Tamiroff, Margot Grahame, Walter Brennan, Ian Keith, and hundreds of others.

Star of Russian Theatre Seen in DeMille's Film

The greatest stage organization in the world, the Moscow Art Theatre, formed the training ground for Akim Tamiroff, who plays the role of a swashbuckling but humorous pirate in Cecil B. DeMille's historical epic, "The Buccaneer," now at the.....Theatre.

After receiving the priceless training of this theatre group, Tamiroff split off from the company when they were all touring the United States about fifteen years ago and became an almost immediate success on the American stage. He is seen in "The Buccaneer" as the right-hand man of Fredric March, who takes the part of the pirate king Lafitte who helps General Jackson win the Battle of New Orleans during the War of 1812.

Others in the all-star cast are Franciska Gaal, Margot Grahame, Walter Brennan, and Ian Keith.

Prepared reviews, Movie Page fillers

DeMille Recreates Thrilling Period of American History In Latest Screen Spectacle

(PREPARED REVIEW)

Cecil B. DeMille's latest historical epic, "The Buccaneer," brought to the screen of the.....Theatre last night a breath-taking panorama of America at the time of the War of 1812, which is everything and more that movie-goers have learned to expect from DeMille! It has a brilliant cast, an excellent story, spectacular production and—of course—expert direction.

The story is built around the amazing career of Jean Lafitte, pirate king who once held the entire gulf coast in his grasp. It was Lafitte who spurned the British offer to assist them in taking New Orleans in 1814 and helped General Andrew Jackson defeat the redcoats at the Louisiana city, thus cutting a niche for himself in American history which stands unique in our annals.

March Plays Lafitte

The role of Lafitte is played with great skill by Fredric March, Academy Award winner and portrayer of historic characters extraordinary. He is supported by exotic Franciska Gaal, the recent importation from Hungary who shows great promise, Akim Tamiroff, Margot Grahame, Ian Kieth and over a hundred others.

Most of the surging action of "The Buccaneer," takes place in the vicinity of New Orleans. It is an exotic, fascinating New Orleans seen here, with its French colonial society, its bold lawlessness, its piracy, and its bustling commerce. From this busy Louisiana port sails an American merchant ship, "Corinthian," bound for France. Among the passengers are Miss Gaal, a Dutch orphan on her way home to Holland, and a young girl of an aristocratic New Orleans family, who is eloping. This girl is seen off by her sister, Margot Grahame, who is secretly the sweetheart of March.

Visits Pirate Market

After the ship has sailed, Margot goes with her aunt to Lafitte's market in the bayous, where the pirates sell contraband to the citizens of New Orleans in open defiance of the customs authorities. As they walk along the moss-lined bayous, Margot tells March that he can never hope to marry her until he can give her respectability, the one thing she prizes more than all his ill-gotten wealth.

As the "Corinthian" sails across the Gulf of Mexico it is attacked by the "Vulcan," one of Lafitte's ships whose captain is defying Lafitte's orders that no American ship is ever to be molested. After removing all the treasure, the captain sets the "Corinthian" afire, but to his amazement Franciska Gaal appears on the "Vulcan," having escaped from the burning ship in a small boat.

Meanwhile the British prepare for their attack on New Orleans, and send an embassy to "Barataria" to buy the help of March and his crew. But March tells his men that Louisiana is their only country and they must side with the Americans. He immediately goes to the governor of the state and offers his services. The governor accepts, and tells him to await word in "Barataria." When March has gone, Ian Keith, a traitorous senator, talks the governor out of it and convinces him to send an expedition to "Barataria."

Sees "Old Hickory"

After an interview with General Jackson at New Orleans, March gets his men released to fight alongside the Americans in the defense of the city. The British attack as planned, but are defeated by Jackson with the help of the pirates, and the war is over.

That night at the victory ball March is the hero of the city, especially in the eyes of Margot who sees him now as a respectable citizen. But without warning Franciska appears in the hall, dressed in finery taken from the "Corinthian," which Margot recognizes as having belonged to her sister. It all becomes clear that the pirates sank the boat, and March accepts full responsibility. He separates from Margot. The rage of the crowd rises, and they are about to take the law into their own hands when General Jackson intervenes and gives March an hour in which to escape.

March escapes on his ship, a man without a country. To his surprise, Franciska appears on the deck beside him. They sail into exile together, March realizing for the first time his love for the beautiful and devoted girl.

"As Big As America!"

No one interested in the men and women who made America what it is today should miss seeing "The Buccaneer," a sweeping epic of the baby republic's life-and-death struggle against powerful enemies during the War of 1812. It has all the traditional DeMille qualities of heroic figures, dynamic action, and unparalleled spectacles, all painted on a glorious canvas as big as America itself.

See it!

Mat 1PB—.15

Fredric March and Franciska Gaal, who head the brilliant cast of Cecil B. DeMille's epic "The Buccaneer," now playing at the .....Theatre.

Historic Moment

Mat 2PE—.30

With a price on his head, Jean Lafitte, pirate king, played by Fredric March, confronts General Andrew Jackson and demands an opportunity to help defend New Orleans in the War of 1812, a dramatic moment in "The Buccaneer," the Cecil B. DeMille epic opening .....at the.....Theatre. Left, March and Franciska Gaal, lovely Hungarian actress who makes her American film debut in this film.

"The Buccaneer" Brilliant Romance of Jean Lafitte

(PREPARED REVIEW)

Fredric March plays the part of the swashbuckling pirate king, Jean Lafitte, the man whose devotion to the United States helped win the War of 1812, in "The Buccaneer," the Cecil B. DeMille epic production which opened last night at the .....Theatre.

A New Orleans belle, Margot Grahame, is in love with March but tells him that they can never marry until he gives her respectability, something she values above all his riches. His life becomes even more complicated when one of his captains sinks the merchantman, "Corinthian," in defiance of March's orders that American ships are to go unmolested.

Unknown to Margot, her eloping sister perishes on the "Corinthian," and the only survivor is a beautiful Dutch girl, Franciska Gaal, whom March makes maid-of-all-work at the pirate stronghold, not knowing what else to do with her. She is in love with him, but he can think of her only as a troublesome child.

Lafitte Offers Aid

When the British, who are about to attack New Orleans, try to buy the aid of March and his crew, the patriotism of the pirate chief rises and he offers himself to the governor of Louisiana instead. At first he is repulsed and his settlement destroyed by the Americans who are misled by a traitorous senator, Ian Keith. General Jackson, responsible for the defense of the city, accepts March's offer and releases the pirates from prison.

After the British have been defeated in the Battle of New Orleans, March is the hero of the day. At the victory ball Margot hails him as a respectable citizen at last, but her joy turns to horror when Franciska suddenly appears in the finery of her sister who has gone down on the "Corinthian." Faced with this evidence, March admits that he is responsible for the crime, even though it was done without his knowledge.

"Old Hickory" Intervenes

General Jackson stops the crowd from lynching March and gives him an hour to make his escape. He sails into exile for life on his pirate ship, with Franciska, whom he for the first time sees as a beautiful woman, standing at his side.

Movie-goers who are accustomed to soul-stirring history on the broadest possible canvas and sweeping spectacles of soaring brilliance and splendor in DeMille productions will not be disappointed in this epic of America's struggle for survival during the trying days of the War of 1812. It takes its deserved place among the greatest historical dramas ever brought to the stage or screen.

"Buccaneer" Is DeMille's Greatest Film

(PREPARED REVIEW)

A thrilling and soul-stirring picture of America's struggle against England during the War of 1812 is presented by Cecil B. DeMille in his latest historical epic, "The Buccaneer," which opened last night at the .....Theatre with Fredric March in the title role.

It is a mighty panorama of a crucial period in history, showing the burning of Washington, the Louisiana of the picturesque Creole days, and the defense of New Orleans by General Jackson.

Pirate Becomes Hero

March is seen as a pirate who turns out to be a hero when he realizes that his adopted country, the United States, is in danger of destruction. His sweetheart, Margot Grahame, a New Orleans belle, stimulates his patriotism by insisting that he become respectable before their marriage.

Although he helps Jackson win the Battle of New Orleans, he loses both his respectability and his sweetheart when the secret gets out that his men destroyed the American merchant ship "Corinthian," on which Margot's sister and many other prominent citizens were passengers.

With Jackson's aid, March escapes and goes into exile on his flagship, "Raven." Franciska Gaal, the only survivor of the 'Corinthian," whom he has made his maid-of-all-work, goes with him, and on the deck of the ship he realizes for the first time that she is the girl he really loves.

In the supporting cast are Akim Tamiroff, Ian Keith, and Walter Brennan.

DeMille spared no effort to make this production an overwhelming spectacle in keeping with the heart-stirring theme of the infant republic fighting for its life during the crucial days of the War of 1812. History on a glorious broad canvas, heroes and heroines of gigantic stature, and mass scenes of unparalleled splendor and brilliance unite to make "The Buccaneer" the greatest production of DeMille's incomparable career.

March's Love Interest Is Star From Budapest

Can you picture a composite of Helen Hayes, Mary Pickford, Elizabeth Bergner, and Clara Bow in the role of a Dutch girl who serves as the maid-of-all-work and finally the sweetheart of a pirate king? Well, that's the description given by Cecil B. DeMille to his newest find, Franciska Gaal, and she plays the aforementioned part opposite Fredric March in "The Buccaneer," opening..... at the.....Theatre.

In this story of love, war, and piracy in New Orleans during the War of 1812 Miss Gaal, an exotic importation from Budapest, is fished out of the sea by March, who plays Lafitte, the notorious pirate king, with whom she later goes into a life of exile after he has been banished from New Orleans.

Byington Plays Dolly Madison

One of Broadway's most seasoned actresses, Spring Byington plays the colorful role of Dolly Madison, wife of the fourth President of the United States, in "The Buccaneer," Cecil B. DeMille's production starring Fredric March and Franciska Gaal, opening..... at the.....Theatre. In the picture she is seen on her famous flight from Washington after it has been burned by the British, in which she saved the Declaration of Independence from the flames.

DeMille of Bathtub Fame Has Life's Biggest Splash

Cecil B. DeMille, who has done more than any man in the world to glorify the bathtub, has in his latest epic, "The Buccaneer," opening.....at the.....Theatre, a bathtub to play around in which should dwarf anything heretofore attempted. It is the Gulf of Mexico!

Most of the action of this story of piracy, war, and heroism during the War of 1812 takes place in the vicinity of the great Gulf. Here Fredric March, playing Lafitte, the king of the pirates, fishes Franciska Gaal out of the water after her boat has been destroyed. Here the British sail their fleet to attack New Orleans and win the war, a project which fails when March offers his aid to General Andy Jackson in the defense of the city. Across this body of water March sails with Franciska into a life of exile when he has been banished from New Orleans.

Also in the cast of this stirring picture of the United States during the crucial days of the war with England are Akim Tamiroff, Margot Grahame, Walter Brennan, Ian Keith, and a score of other noted players.

Jinx Holds No Terrors For Gay Hungarian Star

The number "thirteen" may agitate some Hollywood stars such as Mae West and John Barrymore, but it is regarded as more lucky than unlucky by glamorous Franciska Gaal who plays the part of Fredric March's sweetheart in Cecil B. DeMille's production of "The Buccaneer," opening.....at the .....Theatre.

Not only was Franciska born the thirteenth child in a Budapest family, but it was at the age of thirteen that she first decided to become an actress. Her first play opened on the evening of Friday the thirteenth and brought her immediate fame.

In "The Buccaneer" she is a Dutch orphan whom the notorious pirate chief Jean Lafitte, played by March, fishes out of the Gulf of Mexico after a shipwreck. He later takes her with him into exile after he has helped General Jackson win the Battle of New Orleans. Also in this saga of America in the dark, crucial days of the War of 1812 are Akim Tamiroff, Margot Grahame, Walter Brennan, Ian Keith, and a host of other featured players.

"Dixie" Got Name From Early Louisiana Money

During the research for the great historical epic about the War of 1812, "The Buccaneer," which opens.....at the..... Theatre the old troublesome question of why the southern states are called "Dixie" was finally settled.

This picture, which stars Fredric March and the glamorous new Hungarian star, Franciska Gaal, in a story of reckless piracy and intrigue in old New Orleans, called for a great deal of research into the habits and customs of the Creole city of 1814. One of the customs surviving from the French days of Louisiana was that of referring to ten-dollar bills by their French name, "dixies." Travellers broadcast this term over the face of the country. After a time Louisiana, and later the whole South, became known affectionately as "Dixie," and the nickname has stuck.

Also seen in this Cecil B. DeMille production of New Orleans in the days when General Andrew Jackson repulsed the British here and saved the young nation, are Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Painter of Famed Mural Designs for "Buccaneer"

Daniel Sayre Groesbeck, who has painted what is believed to be the world's largest mural, that in the Santa Barbara County Courthouse, conceived the picturesque and realistic atmosphere for Cecil B. DeMille's "The Buccaneer." Fredric March stars in this historical epic of America's crucial days during the War of 1812, opening.....at the..... Theatre. Also in the cast are Franciska Gaal, the toast of the Budapest stage and screen, Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Quinn Seen in DeMille Epic

Handsome Anthony Quinn, who appeared in "The Plainsman," is seen as Beluche, one of the henchmen of the pirate king Jean Lafitte, in Cecil B. DeMille's "The Buccaneer," opening.....at the .....Theatre. Born in Mexico the son of an Irish adventurer and an Aztec princess, Quinn has lived most of his life in Los Angeles where he naturally leaned toward work in the motion picture studios.

Special biographical material, shorts

SYNOPSES

Cecil B. DeMille has used the broad panorama of the War of 1812 as background for "The Buccaneer," which opens.....at the.....Theatre. Fredric March is cast as the famous pirate chief, Jean Lafitte, whose love for a belle of old New Orleans, Margot Grahame, and her country, the struggling young United States, makes him join with General Andrew Jackson in the defense of New Orleans against the British attack. Although he becomes the hero of the hour when the British are routed, March loses his honor and his sweetheart when it becomes known that his men sank the American merchant ship, "Corinthian," with Margot's sister and a score of other prominent citizens aboard. Escaping from New Orleans with Jackson's help, he goes into exile with the girl who really understands and loves him, Franciska Gaal, an orphan whom he had rescued from the sea.

* * *

A colorful and romantic story of the notorious pirate, Jean Lafitte, who joined forces with the United States during the War of 1812 and helped General Jackson win the Battle of New Orleans, is brought to the screen by Cecil B. DeMille in "The Buccaneer," which opens .....at the.....Theatre. Fredric March, playing the role of a swashbuckling pirate chief who becomes one of the heroes of New Orleans only to lose everything due to an ancient crime, is supported by Franciska Gaal, the glamorous importation from Budapest. Others in the cast are Margot Grahame, Akim Tamiroff, Walter Brennan, and Ian Keith.

* * *

Fredric March plays the role of Jean Lafitte, famous nineteenth century pirate in Cecil B. DeMille's "The Buccaneer," which opens .....at the..... Theatre. With the broad background of the War of 1812 to make the picture a great historical epic, March changes from an outlaw to the man who helps win the Battle of New Orleans and then, by a trick of fate, to become an exile. Franciska Gaal, the Hungarian star, plays opposite him, and in the supporting cast are Margot Grahame, Akim Tamiroff, Walter Brennan, and Ian Keith.

* * *

The burning of Washington, the pirate kingdom of "Barataria" in Louisiana, love among the bayous, and the defeat of the British by Andrew Jackson in the Battle of New Orleans, all contribute to make a great historical epic of Cecil B. DeMille's "The Buccaneer," which opens.....at the .....Theatre. Fredric March, supported by Franciska Gaal, Akim Tamiroff, and Margot Grahame, plays the role of Lafitte, the pirate chief who helped America in her hour of need and whose men turned defeat into victory for America at the Battle of New Orleans.

* * *

Romantic New Orleans during the stirring days of the War of 1812 forms the setting for "The Buccaneer," opening.....at the.....Theatre, in which Fredric March plays the part of Jean Lafitte, the famous pirate who helped Andy Jackson defeat the British at New Orleans. When March is faced with the choice between two beautiful women, Margot Grahame, a belle of New Orleans, and Franciska Gaal, a Dutch girl he has rescued from the sea, the pirate's past solves the problem for him and sends him into a life of exile with Franciska at his side.

Rare Recipe Revealed by Screen Star

A recipe as exotic as the star who sponsors it is given by Franciska Gaal, the glamorous Hungarian importation who stars opposite Fredric March in the Cecil B. DeMille production, "The Buccaneeer," opening ..... at the ..... Theatre.

The dish, Miss Gaal's favorite for a hearty Sunday morning breakfast, has until now been the secret of the Hungarian cook she brought with her to Hollywood to prepare her native specialties. Its delightful novelty should please even the most jaded week-end appetite. Miss Gaal has named the dish, "Eggs à la Franciska," and gives the following recipe:

Six eggs
One and one-quarter pounds of smoked sausages
Two ounces of unsalted bacon
One or two green pimentos
Salt and pepper to taste
Butter

Cut the bacon, pimentos, and sausages in small dice and fry lightly in a little butter or fat. Break the eggs in a bowl, mix well, and season with salt and pepper. Add the cubes of bacon, sausage, and pimentos.

Pirate

Mat 1PC—.15

Fredric March as Jean Lafitte, pirate king of Barataria, whose romantic story is told in the Cecil B. DeMille epic, "The Buccaneer," opening.....at the..... Theatre.

Paramount Personalities

Clip and file this biographical material! You can use it in your publicity campaign for "The Buccaneer"—and other Paramount pictures in which Franciska Gaal may appear! Mats are available at Paramount Exchanges.

FRANCISKA GAAL

FRANCISKA GAAL
in Paramount Pictures

Franciska Gaal, Cecil B. DeMille's exotic importation from Hungary, may be a new sight to Hollywood, but travelers familiar with Central Europe will recognize her name as one they have seen blazing on marquees all the way from Budapest to Monte Carlo. Her overwhelming charm is almost impossible to describe, and DeMille has called her a "combination of Helen Hayes, the early Mary Pickford, Elisabeth Bergner, and Clara Bow."

As cautious as she is exciting, Miss Gaal refused to consider any Hollywood offers until she had completely mastered the technique of screen acting in nine European pictures which brought blasé continentals cheering to their feet. Before that she had shunned the screen altogether until she had established herself as an actress of the first rank on the peerless Hungarian stage.

Born the thirteenth and youngest child of an aristocratic Budapest family, she was expected to lead the sheltered life of her class, and shocked her family by announcing that she was going to be an actress. Although discouraged by her parents and the Hungarian State Stage Academy, which told her she had no talent, she dogged the steps of theatrical managers. Finally, through illness of another actress, she was given a part in a play called "The Stupid Man," and before the curtain went down she was the toast of Budapest.

FRANCISKA GAAL
in Paramount Pictures

The stage roles in which she won her fame were as diverse as "Kiki," "Pygmalion," "Salome," "Peter Pan," Queen Victoria, and Lady Macbeth. In 1933 she allowed herself to be persuaded to enter the pictures. Her first film, "Miss Paprika," made it necessary for Miss Gaal to learn German, a language she now speaks as if she were born on the banks of the Rhine. Eight pictures, all of them international successes, followed "Paprika." "Peter" and "Catherine the Last" won some of the most widely coveted prizes in Europe.

A Hollywood custom of showing European films to studio executives was responsible for a breathless race to get Miss Gaal under contract. Paramount won a year ago, and since that time she has been training for her first role on the American screen. It is opposite Fredric March in Cecil B. DeMille's epic of the War of 1812, "The Buccaneer." Miss Gaal is of the diminutive type, five foot three in height, and weighing one hundred and fifteen pounds. Her hair is blonde-auburn and her most characteristic feature is her flashing brown eyes.

Both Cuts on One Mat. Order FRANCISKA GAAL Star Mat—.15

Honor of Most Pictured Goes to Cecil B. DeMille

Three guesses, moviegoers—who is the most photographed personality in all Hollywood?

No, not Garbo, or Gable, or Lombard, but the dean of motion picture producers, Cecil B. DeMille, whose latest historical epic, "The Buccaneer," based on America's struggle with England in the War of 1812, opens.....at the .....Theatre.

Harry Cottrell, head of Paramount's "still" department, has produced figures to show that theatres, newspapers, and private persons throughout the world have received a total of thirty million photographs of the director-producer who is now celebrating his twenty-fifth anniversary in the films by offering "The Buccaneer" to the movie-going public.

In this stirring picture of love, piracy, war, and heroism in the New Orleans of the early nineteenth century Fredric March is seen as Jean Lafitte, the famous pirate chief who turned from his life of outlawry to help Andy Jackson win the Battle of New Orleans.

Star Mats

Star mats of Akim Tamiroff, similar to the ones above of Franciska Gaal, are available at all Paramount Exchanges. Each mat consists of a single and a half column portrait of the actor, and sells for fifteen cents. Order star mats by name, allowing ten days for delivery.

March Louisiana Pirate In War of 1812 Picture

Anthony Adverse is now a pirate!

It's just that master of literary and historical characterizations, Fredric March, who plays the part of Jean Lafitte, the notorious pirate king of the early nineteenth century in "The Buccaneer," the Cecil B. DeMille epic which opens .....at the.....Theatre.

Costume roles suit the taste of romantic March to a T., and he's done his share of them, all the way from Robert Browning and James Bothwell to Jean Valjean and Cellini. Now he appears opposite the glamorous Hungarian star, Franciska Gaal, as the swashbuckling pirate who helped Andy Jackson beat the British at the Battle of New Orleans and win the War of 1812.

Others in the cast of this story of New Orleans in its wild Creole days are Akim Tamiroff, Margot Grahame, Walter Brennan, and Ian Keith.

Louisiana Swashbuckler Is March's Latest Role

Fredric March has never been more hearty than in Cecil B. DeMille's epic of the War of 1812, "The Buccaneer," which opens .....at the.....Theatre. In the role of Jean Lafitte, the pirate who went straight and helped Jackson win the Battle of New Orleans, March dresses in the roughest costumes, eats with the vigor of a dozen Edward Arnolds, smokes more cigars than W. C. Fields, bellows like Charles Laughton, and sports a French accent thicker than Chevalier's.

Kin of General Jackson Plays His Part in Film

Nothing in Cecil B. DeMille's production of "The Buccaneer," opening.....at the..... Theatre, with Fredric March in the title role, is more authentic than the actor selected to play the part of General Andy Jackson. He is Hugh Sothern, a direct descendant of this famous old hero of the early nineteenth century.

Sothern, formerly a wealthy Wall Street broker, was selected by DeMille for his remarkable resemblance to Jackson long before the producer knew of their relationship. In the picture March, playing Lafitte the pirate chief, helps him beat the British in the Battle of New Orleans and win the War of 1812.

Others in the cast of this great epic of America during one of her most crucial periods are Franciska Gaal, Akim Tamiroff, Margot Grahame, Walter Brennan, and Iar Keith.

Once An Oriental Ruler, Now Louisiana Politician

Meet Senator Saladin!

Ian Keith, who won acclaim as the crafty potentate, Saladin, in "The Crusades," now appears in Cecil B. DeMille's latest historical epic, "The Buccaneer," opening .....at the.....Theatre, in which he plays the part of a traitorous Louisiana senator who tries to sell his country out to the British during the War of 1812. He is prevented from carrying out this scheme by Fredric March in the role of Lafitte, the pirate chief who helps General Jackson beat the British in the Battle of New Orleans.

PLAYER BRIEFS

Fredric March, famed for his enactments of historic roles, plays a part that's right down his alley in Cecil B. DeMille's "The Buccaneer," opening.....at the .....Theatre. He plays the role of Jean Lafitte famed nineteenth century pirate king who helped Andrew Jackson defeat the British at New Orleans. March has already portrayed men as far apart as Robert Browning, Cellini, Anthony Adverse, Jean Valjean, and James Bothwell. His work in "Dr. Jekyll and Mr. Hyde" won him the coveted Academy Award in 1932. In "The Buccaneer" March is supported by Franciska Gaal, exotic Hungarian star who makes her American film debut in this picture.

* * *

Since her first appearance on the American screen in "The Informer," Margot Grahame, who plays the beautiful New Orleans society belle with whom Fredric March falls in love in "The Buccaneer," opening.....at the .....Theatre, has been a star of the first rank. A native of England, Miss Grahame spent her childhood in South Africa, where she took parts in various productions until the Dark Continent became too limited a field for her talents. After her striking performances in "The Three Musketeers" and "Michael Strogoff," Cecil B. DeMille selected her from a group of leading actresses to appear with Fredric March in his epic of the War of 1812, in which Franciska Gaal, Akim Tamiroff, Walter Brennan, and Ian Keith are in the leading places.

* * *

In Cecil B. DeMille's epic of love, piracy, and heroism during the War of 1812, "The Buccaneer," opening.....at the..... Theatre, Akim Tamiroff, noted Russian character actor, plays the role of the famous Dominique You, cannoneer of Napoleon who became the lieutenant of Jean Lafitte, pirate king of Louisiana. The role of Lafitte is played by Fredric March. Tamiroff came to the United States with the famed Moscow Art Theatre and appeared in a series of Russian plays. When the company sailed for home again, Tamiroff remained. Tamiroff's first bid for fame in pictures came in "Lives of a Bengal Lancer," and among his more recent pictures have been "The General Died at Dawn." Others appearing in the sweeping DeMille production are Franciska Gaal, the exotic importation from Hungary, Margot Grahame, Walter Brennan, and Ian Keith.

* * *

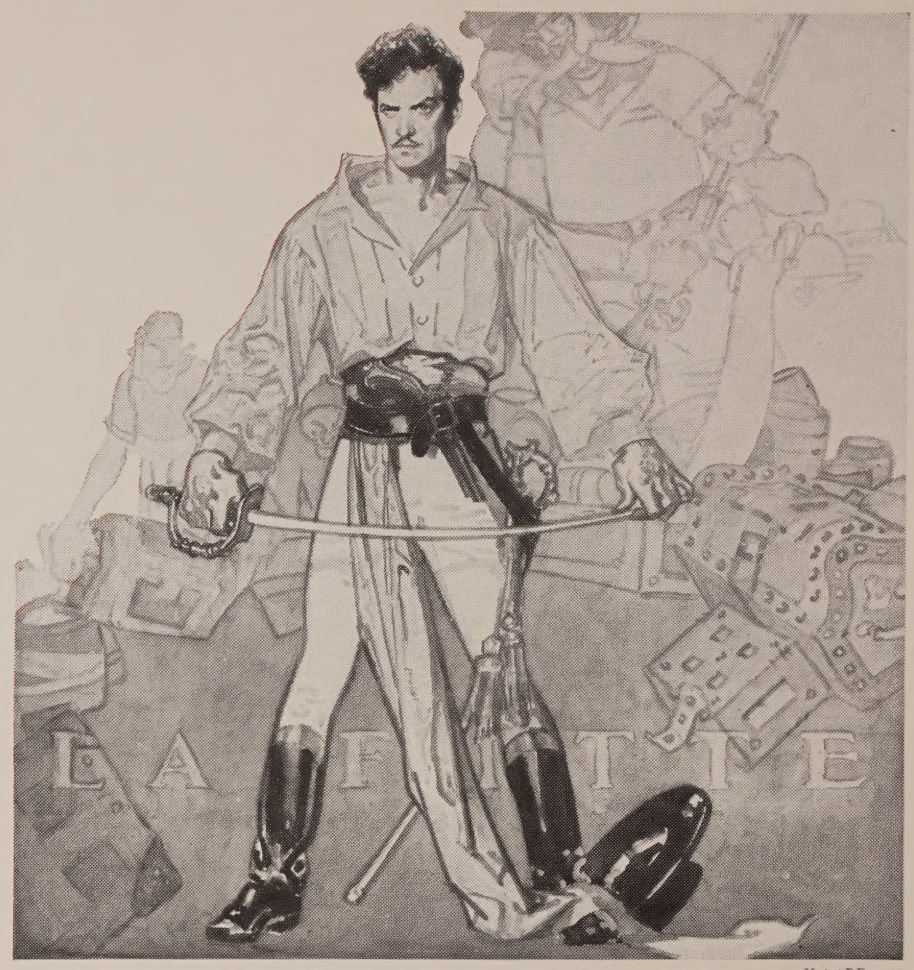
Ian Keith, playing the role of a traitorous senator who tries to sell America out to the British in Cecil B. DeMille's monumental story of the War of 1812, "The Buccaneer," opening.....at the.....Theatre, has appeared in nearly all of the recent DeMille epics. These include "Cleopatra," "The Sign of the Cross," and "The Crusades." Fredric March plays the role of a romantic pirate of the early nineteenth century in "The Buccaneer," and his leading lady is Franciska Gaal, star of the Hungarian stage and screen.

* * *

Although a newcomer to Hollywood in her role as Fredric March's sweetheart in Cecil B. DeMille's "The Buccaneer," opening .....at the.....Theatre, lovely Franciska Gaal is a star in her own right by virtue of her sweeping triumphs on the stage and screen of her native Hungary. She won the heart of European theatregoers with characterizations as diverse as "Kiki," "Pygmalion," "Peter Pan," Lady Macbeth, and Queen Victoria. A DeMille "discovery," she has reached the top rank of stardom in "The Buccaneer," a story of the Louisiana pirate king whose loyalty to the United States helped win the War of 1812.

SPECIAL ART FOR PUBLICITY AND PROMOTION

Dan Sayre Groesbeck, internationally famed muralist and painter, prepared the original production scene art from which the cuts on this and the following page were made. All these cuts are available in mat form. Order by number from your local Paramount Exchange.



Mat 3PB—.45

FREDRIC MARCH as "JEAN LAFITTE"
By DAN SAYRE GROESBECK

Mat 3PC—.45

FRANCISKA GAAL as "GRETCHEN"
By DAN SAYRE GROESBECK

All this special art can be used for plants on amusement pages of newspapers, for dress-up purposes on programs and other paper printed for promotion of "The Buccaneer."

Mat 2PG—.30

ANTHONY QUINN as "BELUCHE"
By DAN SAYRE GROESBECK

TURN THE PAGE

MORE SPECIAL ART

STILLS OF THE SPECIAL ART

Groesbeck drawings are available on 8 x 10 stills through your Paramount Exchange, for use as window decorations, lobby display, library exhibition, charts to be sent to the public school art classes, or to be blown up into any desired size for special printing or lobby purposes. These may be obtained, ordering ten days in advance, by the numbers:

Tamiroff as Dominique You.....**1705-2/1a**
Sothern as Andrew Jackson.....**1705-2/2a**
Margot Grahame as Annette.....**1705-2/3a**
Quinn as Beluche.....**1705-2/4a**
Franciska Gaal as Gretchen.....**1705-2/5a**
March as Jean Lafitte.....**1705-2/6a**

Mat 4PB—.60

FREDRIC MARCH and FRANCISKA GAAL in "THE BUCCANEER"
By DAN SAYRE GROESBECK

Mat 2PH—.30

FRANCISKA GAAL
By RONALD McLEOD

These two mats are from original drawings made for Cecil B. DeMille by Ronald McLeod, well-known magazine illustrator. They are well adapted for use on motion picture pages and other spots where attractive art can be used advantageously.

Mat 1PD—.15

THE ART IN 'POSTER STYLE'

Also available on this art is a set of posterized treatments of the drawings, which may be obtained on 8 x 10 stills through your local Exchange. There are three of these treatments in the set, as follows:

March as Jean Lafitte.....**1705-2/17a**
Tamiroff as Dominique You.....**1705-2/15a**
Ship, bearing title and credits.....**1705-2/16a**

This material is ideally suited for window displays, for car card art, for models in poster drawing contests, lobby art and anywhere else where a striking piece of well-executed art would command attention.

Accessories

A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
THE BUCCANEER
FRANCISKA GAAL
AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
IAN KEITH · ANTHONY QUINN · DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT
Directed by CECIL B. DeMILLE
A PARAMOUNT PICTURE

TIRE COVER
SIXTY CENTS

WINDOW CARDS

MIDGET (left) 8 x 14

CECIL B. DeMILLE · FREDRIC MARCH
THE BUCCANEER
FRANCISKA GAAL ... AKIM TAMIROFF · MARGOT GRAHAME
WALTER BRENNAN · IAN KEITH · ANTHONY QUINN · DOUGLASS DUMBRILLE
BEULAH BONDI · ROBERT BARRAT
Directed by CECIL B. DeMILLE

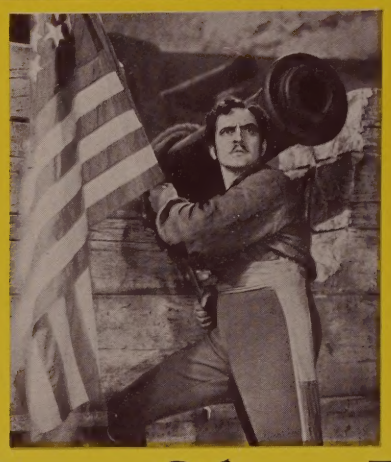
REGULAR (right) 14 x 28

The strangest lover in the world! Ruthless and reckless in battle, yet the most romantic man that ever lived!
ADOLPH ZUKOR PRESENTS
A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
"THE BUCCANEER"
FRANCISKA GAAL · AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
IAN KEITH · ANTHONY QUINN · DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT
Directed by CECIL B. DeMILLE
A PARAMOUNT PICTURE

40x60 BLOWUP

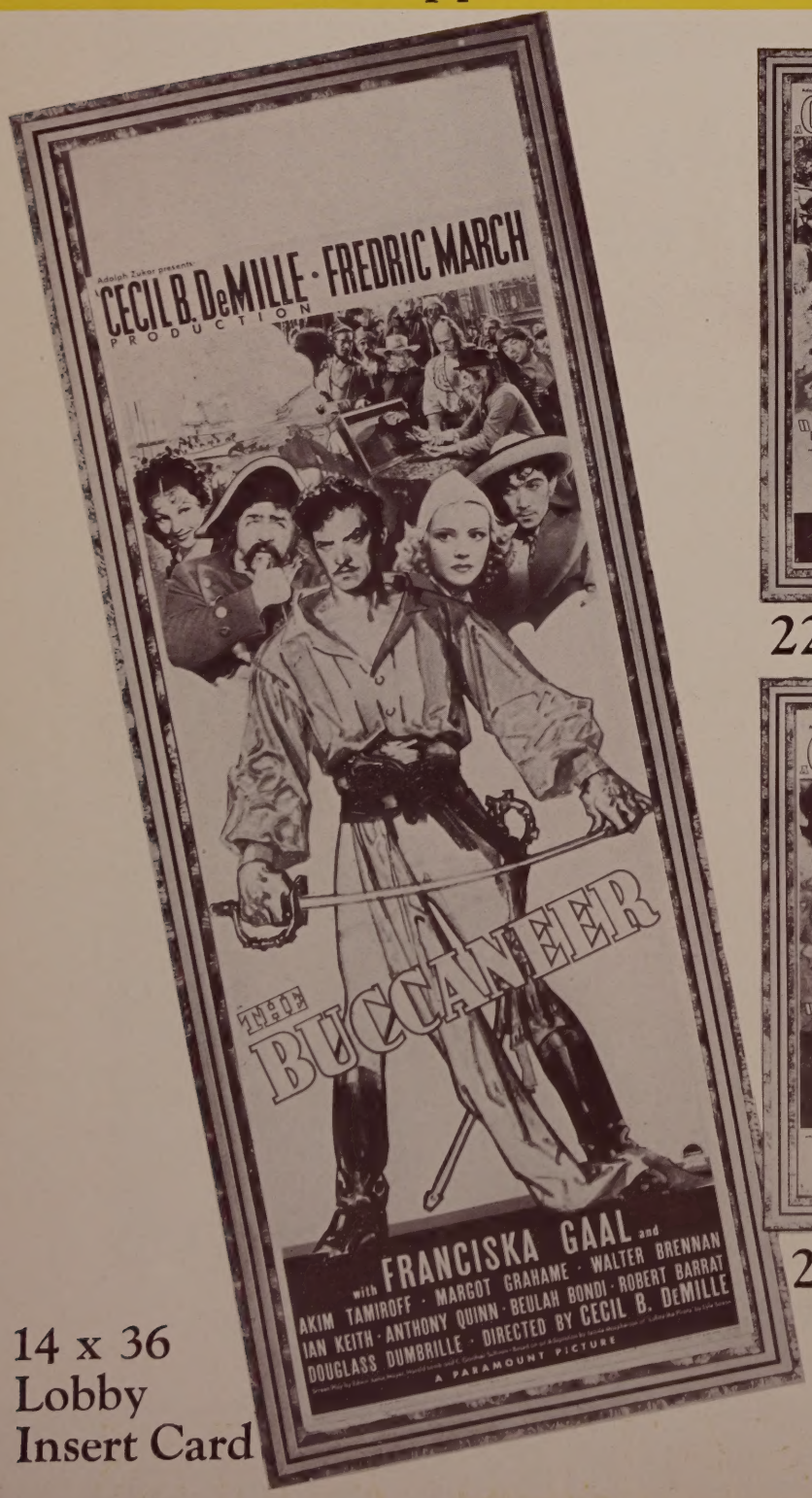
Photographic Finish–Full Color

A FULL LINE OF SALES AIDS



11x14 Super Color-Glos Prints

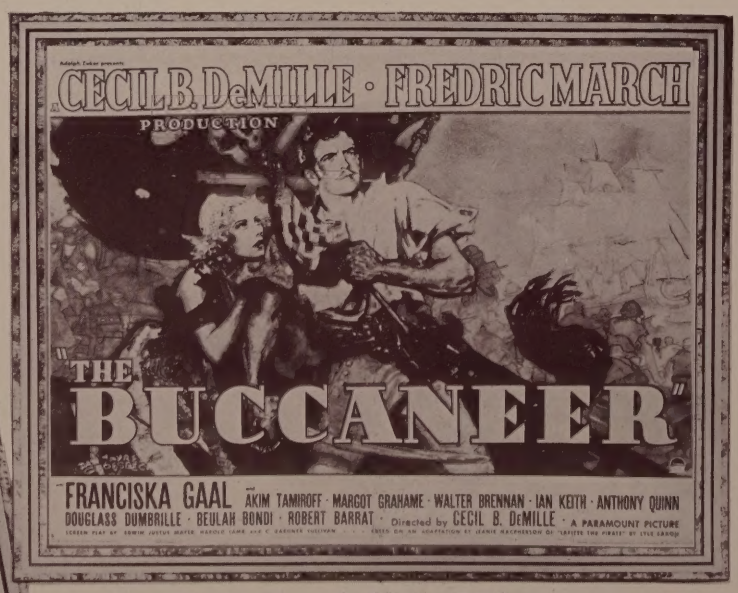
Supplied in sets of ten; Eight of the ten illustrated


Adolph Zukor presents
CECIL B. DeMILLE · FREDRIC MARCH
PRODUCTION
THE BUCCANEER
with FRANCISKA GAAL and
AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
IAN KEITH · ANTHONY QUINN · BEULAH BONDI · ROBERT BARRAT
DOUGLASS DUMBRILLE · DIRECTED BY CECIL B. DeMILLE
A PARAMOUNT PICTURE

14 x 36 Lobby Insert Card

CECIL B. DeMILLE
PRODUCTION
FREDRIC MARCH
"THE BUCCANEER"
FRANCISKA GAAL AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN · IAN KEITH · ANTHONY QUINN
DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT · Directed by CECIL B. DeMILLE · A PARAMOUNT PICTURE

22 x 28 Lobby Photo "A"


CECIL B. DeMILLE · FREDRIC MARCH
PRODUCTION
"THE BUCCANEER"
FRANCISKA GAAL AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN · IAN KEITH · ANTHONY QUINN
DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT · Directed by CECIL B. DeMILLE · A PARAMOUNT PICTURE

22 x 28 Lobby Photo "B"

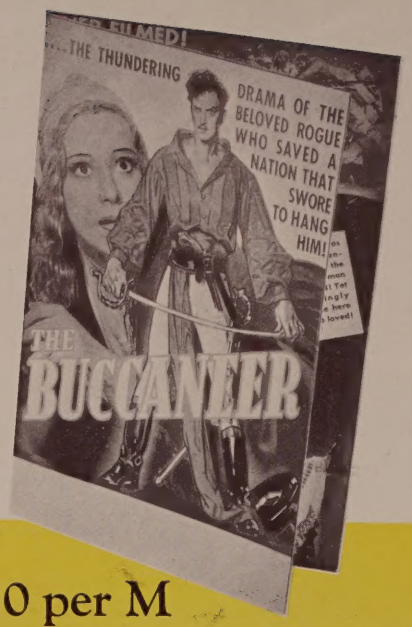
All the material shown on these pages can be seen at your Exchange.

Use Paramount's full line of accessories for both advance and current displays in your lobby and out front. Start devoting space in the lobby to "The Buccaneer" well in advance of your opening, and "build" toward a full, smashing lobby.

14 x 17 Lobby Photos

Supplied in sets of eight; colored, pebbled and varnished

THE MOST THRILLING WAR SCENES EVER FILMED!
CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
in
THE BUCCANEER
FRANCISKA GAAL AKIM TAMIROFF · MARGOT GRAHAME
WALTER BRENNAN · IAN KEITH · ANTHONY QUINN · DOUGLASS DUMBRILLE
BEULAH BONDI · ROBERT BARRAT
Directed by CECIL B. DeMILLE

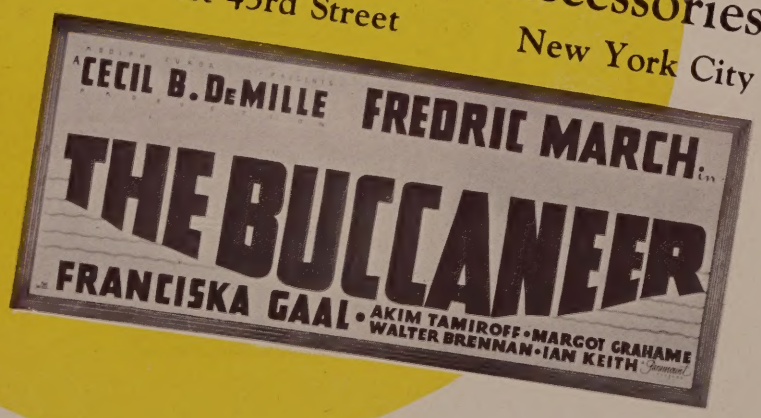


9 x 12 Two-Color Herald...$3.50 per M

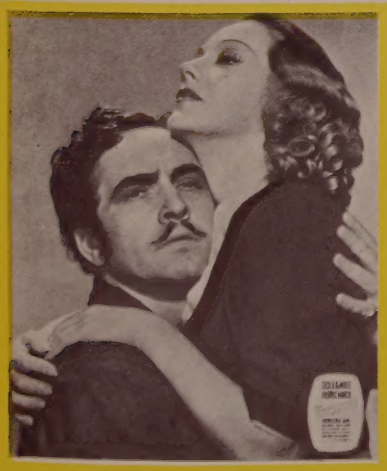
DELUXE LOBBY DISPLAYS FOR EVERY THEATRE!

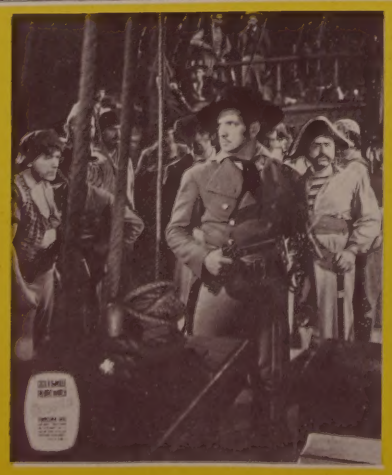
The "Hollywood Special" and the two banners illustrated here are but three of the full line of accessories prepared for "The Buccaneer" by National Screen Accessories. Write for details and prices.

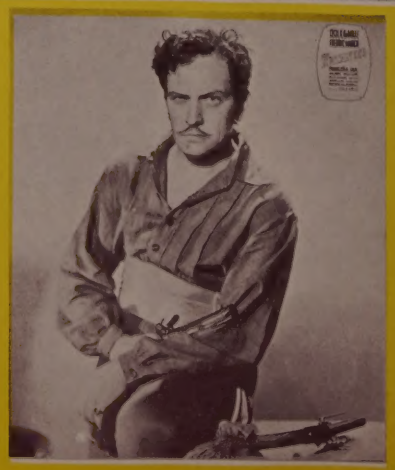
National Screen Accessories
525 West 43rd Street New York City



The Six-Foot Standee. Finished in striking silk-screen multi-color; an eye-catching display for lobby or foyer.



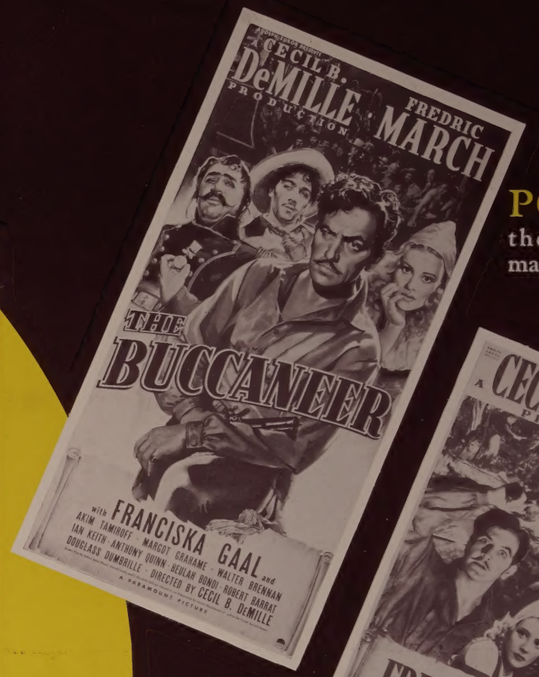




SIX POWERFUL POSTERS!

A smashing twenty-four sheet, two one-sheets, two three-sheets and a six-sheet—all you need for a big campaign on the boards!

ADOLPH ZUKOR PRESENTS
A CECIL B DeMILLE PRODUCTION
FREDRIC MARCH
IN "THE BUCCANEER"
with FRANCISKA GAAL and AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN · IAN KEITH · ANTHONY QUINN
DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT
Directed by CECIL B. DeMILLE
A PARAMOUNT PICTURE
SCREEN PLAY BY EDWIN JUSTUS MAYER · HAROLD LAMB and C. GARDNER SULLIVAN · BASED ON
"LAFITTE THE PIRATE" BY

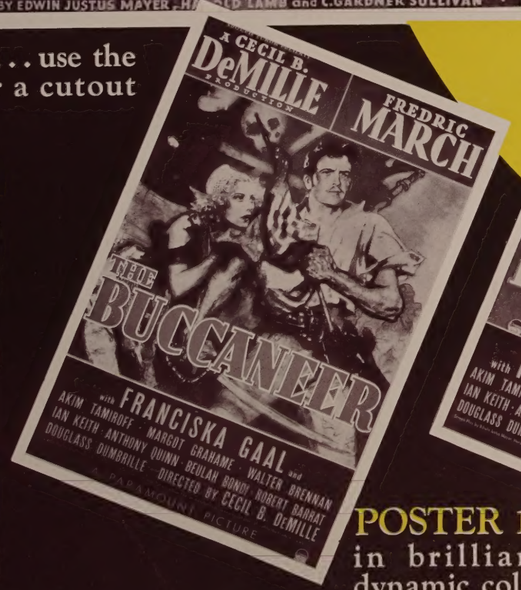

A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
THE BUCCANEER
with FRANCISKA GAAL and AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
IAN KEITH · ANTHONY QUINN · BEULAH BONDI · ROBERT BARRAT
DOUGLASS DUMBRILLE · DIRECTED BY CECIL B. DeMILLE
A PARAMOUNT PICTURE

POSTER 3A
the central figure makes a swell standee!

A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
IN "THE BUCCANEER"
with FRANCISKA GAAL and AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
IAN KEITH · ANTHONY QUINN · BEULAH BONDI · ROBERT BARRAT
DOUGLASS DUMBRILLE · DIRECTED BY CECIL B. DeMILLE
A PARAMOUNT PICTURE

POSTER 3B
it packs terrific selling punch!

POSTER 24A... use the central figures for a cutout


A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
THE BUCCANEER
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DOUGLASS DUMBRILLE · DIRECTED BY CECIL B. DeMILLE
A PARAMOUNT PICTURE

USE 'EM ALL!

Paramount's big array of posters for "The Buccaneer" provides you with paper for every need. Use double your usual space on the boards, and use the posters for cutouts, as well!

POSTER 1A
in brilliant, dynamic color!

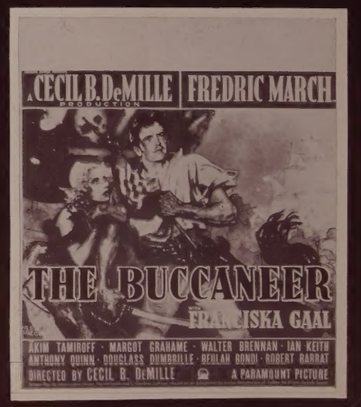
A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
THE BUCCANEER
with FRANCISKA GAAL and AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
IAN KEITH · ANTHONY QUINN · BEULAH BONDI · ROBERT BARRAT
DOUGLASS DUMBRILLE · DIRECTED BY CECIL B. DeMILLE
A PARAMOUNT PICTURE

POSTER 1B
from Dan Groesbeck's painting!

A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
THE BUCCANEER
FRANCISKA GAAL
IAN KEITH · ANTHONY QUINN
AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN
DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT
Directed by CECIL B. DeMILLE
A PARAMOUNT PICTURE

POSTER 6A
romance... action ...drama... color!

SPECIAL!
DOUBLE WINDOW CARD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FREDRIC MARCH
THE BUCCANEER
FRANCISKA GAAL
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A PARAMOUNT PICTURE

SPECIAL "BUCCANEER" PIECES

ADOLPH ZUKOR PRESENTS
A CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH in
THE BUCCANEER
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MARGOT GRAHAME · WALTER BRENNAN · IAN KEITH · ANTHONY QUINN
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Directed by CECIL B. DeMILLE
A PARAMOUNT PICTURE

"HAND-PAINTED" STANDEE

STAR PHOTOS

Both 14 x 17 and 8 x 10 Star Photos—in color—are available on Franciska Gaal and Fredric March. *See them at your Exchange!*

The greatest adventure-romance in Cecil B. DeMille's glorious gallery of screen triumphs!
America owes its life... to this man she scorned!
CECIL B. DeMILLE PRODUCTION
FREDRIC MARCH
"THE BUCCANEER"
FRANCISKA GAAL AKIM TAMIROFF · MARGOT GRAHAME · WALTER BRENNAN · IAN KEITH · ANTHONY QUINN
DOUGLASS DUMBRILLE · BEULAH BONDI · ROBERT BARRAT Directed by CECIL B. DeMILLE · A PARAMOUNT PICTURE

"COLOR PAINT" 27x41 inches

"BUCCANEER" STREAMER CUTOUTS

Here is something really NEW in the theatre advertising field—STREAMER CUTOUTS—effective for use in your lobby, under the marquee, in cooperative windows, store displays and in libraries and bookstores. A set consists of nine die-cut pieces on "The Buccaneer" attractively colored in silk screen process. Each picture is reproduced twice on the same sheet, so that when folded in the middle and placed over a string the pictures appear on both sides—doubling their advertising power. The pieces are in convenient sizes—the largest are 22 inches high—so that they can be used in many ways.

Order "Buccaneer" streamer cut-out from your Exchange. (Available in complete sets only)

Prices: 1 to 4 sets . . . $1.10 per set 5 to 9 sets . . . .95 per set 10 sets or more . . . .85 per set